

## ABSTRACT

*The innovation based on technology has started to enter into the realm of economic transactions. Which is PT. Telkomsel Tbk. the company is also innovating and providing solutions to solve financial problems by creating a T-Cash Tap system. The system is still new in the city of Bandung so that company should pay attention to things that can increase sales. This can be measured by marketing mix that has an important role in marketing that can affect consumers to buy products to buy goods or services offered.*

*This research aims to know the state of marketing mix, purchasing decisions, and the influence of marketing mix on purchasing decisions T-Cash Tap in Bandung.*

*The methods that used in data collection were done by distributing questionnaires to 100 samples through social media, and directly to T-Cash Tap users in Bandung. From the questionnaires obtained valid results. Data processing is done by using SPSS 20.*

*The results of this research indicate that the marketing mix variables are in strong criteria with the average percentage is 76.96%, the highest dimension that influencing the most is price with the average percentage is 78.35%. Then the purchase decision variable has an average percentage of 78.8% and it is on strong criteria. It can be concluded most of respondents prefer to choose T-Cash Tap compared with other similar products. And satisfied after purchasing T-Cash Tap.*

*This research used multiple linear regression analysis. Based on the F test,  $F_{count} (26.905) > F_{table} (2.47)$  and has a significance value of  $0.001 < 0.05$  it means that simultaneously marketing mix has a positive and significant influence on purchasing decision of T-Cash Tap in Bandung. And the value of determination coefficient ( $r^2$ ) is 0.531 or 53.1% which can be interpreted that the dimension of marketing mix gives simultaneous effect of 53.1% to the decision of purchasing T-Cash Tap in Bandung and the rest of 46.9% influenced by variables other than Marketing mix.*

*Keywords: Marketing Mix; Purchasing Decision; T-Cash Tap*