

ABSTRACT

This research is based on the background of the decrease of the silk cloth market segment of PD. Soleh Aman Sahuri successively from 2011 to 2013. This decrease of the silk cloth is caused the growing number of competitors producing the silk cloth in Indonesia. Because of the condition, PD. Soleh Aman Sahuri is required to regard an appropriate marketing strategy, one of them is to see the aspect of marketing mixture for enhancing the consumer's buying decision and it will encourage the enhancement of the company's market segment.

This research uses a quantitative research method because the research used a research instrument in the form of questionnaire, statistic calculation, and the objective of research is to test the established hypothesis. The sample in this research is the consumers of PD. Soleh Aman Sahuri who have bought the silk cloth. The number of samples taken is 100 respondents by using probability sampling technique. The data obtained were analyzed using a double linear regression analysis.

Based on the calculation by using the double linear regression analysis , it has been known that simultaneously the marketing mixture has an effect on the buying decision. Whereas partially only promotion variable and four variables that have no effect on the buying decision. From the outcome of calculation, it has been also known that the marketing mixture contributed to the buying decision by 47.5%, and the remain is influenced by other factors in addition the marketing mixture.

Keyword : Bauran Pemasaran, Keputusan Pembelian, Kain Sutera.