

Abstract

This research is motivated by the increasing competition in the Indonesian automotive industry is characterized by the emergence of a brand new car in the car segment LCGC (Low Cost Green Car). This affects the sales of Daihatsu Ayla which decreased in the second semester compared with its competitors. The purpose of this study was to determine the effect of product, price, promotion, and distribution of the car buying decision process

Daihatsu Ayla. The object of this study is the Daihatsu Ayla's car users in Indonesia with a sample of 400 respondents using purposive sampling method. The analytical method used is multiple linear regression.

Based on the results of analysis showed that the marketing mix has a significant influence on the purchase decision process Daihatsu Ayla. Obtained by 54.5% purchase decision process for Daihatsu Ayla's car fourth variation can be explained by the variable marketing mix of product, price, promotion, and distribution.

The conclusion from this study is the marketing mix affects the purchase decision process Daihatsu Ayla. Partially, products and prices significantly influence the purchase decision process Daihatsu Ayla so necessary to improve the quality of products and the provision of rebates, discounts or cash bask more lucrative that consumers more interested to make a purchase decision process Daihatsu Ayla's car.

Keywords: Product, Price, Promotion, Distribution, Marketing Mix, Purchase Decision Process.