

ABSTRACT

This research is based on marketing mix problems of Ina Cookies. The first interview result shows that there's still consumer complaints related to marketing mix; product, price, place and promotion. The purpose of this research is to identify marketing mix influence on purchasing decisions.

This is a descriptive and causal research that uses quantitative method with primary and secondary data. This research uses an incidental sampling type of non probability sampling method with 400 respondents for sampling, and descriptive and multiple linear regression analysis for data analyzing.

The percentage of Ina Cookies marketing mix is 73,855% and its purchasing decision is 78,71%. It shows that Ina Cookies has a good marketing mix and purchase decisions.

The result of this research says that marketing mix; product, price, place, and promotion significantly influence the purchasing decision of Ina Cookies consumers by 51,2%, while the remaining 42,8% is influenced by other variables that's not used in this research. In other words, product, price, place, and promotion has a positive and significant influence on customer purchasing decisions.

Keyword: *Marketing Mix, Purchase Decision, Multiple regression*