

## ABSTRACT

This study aims to determine the effect of the marketing mix to the consumer buying decision process in selecting a mobile operator IM3 products. IM3 is one of the Indonesian cellular telecommunications services provider with a market segment that is the young people who want a lifestyle that is cheap and good quality.

Kotler & Armstrong (2010: 75) The marketing mix is a set of integrated marketing tools controlled by the company to produce the desired response target market. While the Purchase Decision Process Kotler and Keller (2012: 188) is the stage where consumers form the intention to buy the most preferred product, the consumer's decision to modify, suspend, or dodge greatly influenced by the perceived risk

The method used is quantitative method with the type of research that is descriptive and causal. The type of data needed for research are primary data and secondary data. Sampling was done by non-probability sampling method types proportionate stratified random sampling, the number of respondents of 100 respondents. Then, for data analysis used descriptive analysis and multiple linear regression analysis.

Based on the results of data processing multiple linear regression analysis, marketing mix simultaneously positive and significant influence on the purchase decision process. Based on the obtained partial hypothesis test variable product, price, and promotion of positive and significant impact on the purchase decision process by 6.2%, 19.4%, and 21%. Based on the coefficient obtained that the marketing mix is able to explain the process of purchasing decisions by 53.7% and the remaining 46.3% is influenced by other factors not examined in this study. so it should be examined regarding these other factors in its influence on the purchase decision process IM3 products mobile operators. This reform should be linked to the vision and strategy of the company as well as tailored to the ability of the company, so the company is able to determine the priority of improvement.

**Keyword:** Marketing, Marketing Mix, Purchase Decision Process