

## **ABSTRACT**

*The increasing development of technology, it did not escape the process of selling goods online, where the direct sales (offline) and indirect (online). The purpose of this study was to observe the effect of marketing mix strategy against the decision to buy in the online store zalora.co Id.*

*Marketing mix is a collection of controllable tactical marketing tools combined company to produce the response it wants in the target market. In this study using six independent variables are price, product, promotion, trust, atmospheric websites and ease of use. The location and the object of the study was conducted in Bandung, with the object of research, namely, consumers who have never bought in zalora.co.id at least 2 times and domiciled in Bandung.*

*The method used is qualitative method. This research uses Likert scale. Sampling used by simple random sampling with the number of respondents of 100 respondents.*

*Based on the results of hypothesis testing simultaneously six independent variables are positive and significant influence on purchase decisions in zalora.co.id website.*

*Based on test results obtained partial hypothesis that price, product, and atmospheric website a significant negative effect on purchase decisions, ease of use and a significant positive influence on purchase decisions. For variable trust and promotion does not affect the purchase decision.*

*The sixth variable is an important variable and influence each other, for the parties zalora.co.id should be able to incorporate and prioritize the most dominant major variables, in order to attract the attention of consumers and make the consumers make purchases.*

*Keywords: marketing mix, the decision to buy,*