

***THE INFLUENCES OF MARKETING MIX ON PURCHASING DECISION
TOWARD SMARTPHONE SAMSUNG ANDROID.***

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ABSTRACT

The phenomenon of Samsung Android Smartphone also occurred in Indonesia, influenced by the marketing mix of Smartphone Samsung Android which includes product, price, promotion, and distribution in deciding on the purchase of Smartphones Samsung Android by consumers.

The purpose of this research conducted to determine whether the effect of product, price, distribution, and promotion of purchasing decisions. The research was conducted on students of Business Administrasi and the number of samples as much as 100 respondents.

*Based on the equation of multiple regression analysis the distribution variables have the most impact on purchasing decisions for 0.664, followed by promotion variable amounting to 0.395. While the price variables have an influence lowest compared to other variables for -0.007. Hypothesis testing using *t* tests showing that the four independent variables are product (X1), price (X2), promotion (X3) and distribution (X4) which investigated proved positively and significantly affect the dependent variable is the purchase decision. Then through the *F* test can be seen that the variables product, price, promotion and distribution eligible to test the dependent purchasing decisions. Adjusted R Square explained figures that 0.298, means the marketing mix influencing the purchasing decisions by 29.8%. While the rest of 70.2% is explained by other variabel beyond the four variables used in this study.*

Key words: Purchasing Decision, Product, Price, Distribution, Promotion