

ABSTRACT

In this football era who were based on professional football club, based on PT. Liga Indonesia's decision which is prohibits participants of Indonesia Super League clubs use APBD's grant. The club must be maximize the aspect who support the finance for released from APBD's grant and it was for being professional club. Persib Bandung is one of the football club and Persib Bandung is the healthiest club in Indonesia. Even from management side or financial side and it was obtained from some things, selling the original jersey is one of the things.

The purpose from this study is to know and to analysing how much influence of Marketing Mix Proses to purchase decision on PT. Persib Bandung Bermartabat. The method in this study is descriptive quantitative method. The population who were used in this research is the customer in 2014. It was count from March until December as many as 1,181 people. The sampling technique used is incidental sampling which is based on coincidence to meet with researchers can be used as a sample, where the number of such samples is 100 people. The analysis technique used in this research is multiple linear regression.

The variables used in this study is the Marketing Mix as (X) variables and the purchase decision process as (Y) variables. The factors who was supporting the marketing mix variables is: Product (X1), Price (X2), Place (X3) and Promotion (X4). While supporting factor for the purchase decision process variables is: need recognition, Information research, Information evaluation, consumer decision, Behavior After Decision.

Based on the results of the calculation of the partial test results obtained on the Product (X1) significantly, Price (X2) had no significant effect, place (X3) seignifikan and Promotion (X4) had no significant effect. Marketing Mix (X) simultaneously significantly influence the purchase decision process (Y). Based on the result can be that the coefficient of determination in the Marketing Mix (X) provide simultaneous effect of 54% of the purchase decision process (Y). While the remaining 46% are influenced by other factors that are not observed in this study.

Keywords: Marketing Mix, Original Jersey, Purchase Decision Process.