

ABSTRACT

Chocodot is a dodol Garut product layered by chocolate. Chocodot comes with new creative ideas and innovative shapes that makes people interested. From five years ago, sales of Chocodot always increases, but the fact is sales growth of Chocodot for five years ago turned out to be decreased from 26% in 2012 to 22% in 2015. Whereas Chocodot has highest market share (82%), much higher than its competitors Choco.Dol (17%) and Dapur Cokelat (1%).

Therefore Chocodot have problems in the sales growth and purchasing decisions of consumers, it will be necessary to study further in order to know the causes. This study entitled "**Analysis of Product Mix and Promotion Mix on Purchasing Decisions of Chococot Case Study on Telkom University Students**". This research uses the theory of product mix (Kotler and Armstrong), the promotion mix (Kotler and Keller), and the purchase decision (Abdurrahman) as variables. This research method is quantitative study that uses descriptive and causal analysis. The sampling technique uses non-probability sampling with purposive sampling technique and sample size is 100 respondents.

The results showed that partially (t test) variable of product mix influences to buying decision because $t \text{ count } 3.427 > 1.660 \text{ t table}$. Promotion mix also influences tp buying decision because $t \text{ count } 5.648 > t \text{ table } 1,660$. Then from result of simultaneous testing (F test) known that both of independent variables, which is product mix (X1) and the promotion mix (X2) have positive and significant influence to buying decision because $F \text{ count } 50.721 > F \text{ table } 3.09$. H_0 is rejected and H_1 is accepted. R Square explains that both of independent variables affects to dependent variable as much as 55.1%, while the remaining 45.9% explained by other variables not examined.

Keywords: *Marketing Management, Product Mix, Promotion Mix, Consumer Behavior, Buying Decision*