

## ABSTRACT

*3G Technology or third-generation technology is a standard set by International Telecommunication Union (ITU) that adopted from IMT-2000 for applying to mobile network. Through 3G Technology, mobile phone user can get faster access to the internet while the device is moving with the speed of pedestrian. However, the data shows that 3G's sales in Indonesia is far low from the target that stated by service provider. Meanwhile, service provider have paid the huge cost to built 3G Technology manufactures and implemented service Marketing Mix strategy. This causes financial loss for the organization.*

*Through this research, will be measured influence of Telkomsel's 3G service marketing mix strategy (product, promotion, place, price, people, physical evidence, and process) and purchasing decisions partially and simultaneously, and provide effective solutions to influencing customer's purchasing decisions that will ultimately increases customer satisfaction and sales. The methods of data collection using primary data in the form of a questionnaire distributed to 100 respondents by online. Data analysis techniques used to solve problems, using multiple linear regression analysis using SPSS software version 22 to test the hypothesis simultaneously.*

*Based on the results of this study indicate that the price variables has a significant influence towards the purchase decision variables, and on the simultaneous calculations, service marketing mix has a significant influence towards purchasing decisions. Whereas the user assessment of the implementation of Telkomsel's service marketing mix indicate "good" category on the score.*

*Based on these results, to increase the user purchasing decisions, Telkomsel is expected to improve price adjustment on the implementation of the marketing mix strategy since the variable that significantly affect user purchasing desicions.*

**Keywords:** *Marketing Mix, Service Marketing Mix, SPSS, Multiple Regression, Purchasing Decision*