

## **ABSTRACT**

The effective of marketing mix is one of the very important business strategy in a variety of industries, including Zee milk as one of dairy products were become a part for the growth of teens. In addition to creating the product, in modern marketing activity, manufacturers are not only responsible for creating exciting products, a competitive price and spreading distribution channels, but rather to focus how to communicate with the customers through the products were produces. The purpose of this research was to determine consumer perceptions, the level of consumer purchasing decisions and the influence of marketing mix elements on purchasing decisions.

The method used in this research is quantitative descriptive, using accidental sampling technique, with a sample of 100 respondents. The data analysis used is multiple linear regression analysis, F-test and t-test. The method used in this research is quantitative descriptive, using accidental sampling technique, with a sample of 100 respondents. The data analysis used is multiple linear regression analysis, F-test and t-test. Results from the research showed respondents' perception on the marketing mix is considered very good with the purchase decision level at 100% and included into the category is very strong. As well, the highest influence of marketing mix towards on purchasing decision is the promotion while the element of price does not influence into purchasing decision.

Keywords : *marketing mix, product, price, promotion, place*