

## **ABSTRACT**

*Competition in the business world in this era of globalization increasingly stringent. Globalization also brings the influence of the founding of the company that offers the product adventure similar to the innovation models vary, forcing each company to pay more attention to return the extent to which business strategies that have been used in order to survive and face the competition is so tight by adjusting the market conditions they enter into, and to maximize the opportunities that exist to improve the quality and quality. One example in Bandung is the company Jayagiri. Many ways by Jayagiri to introduce their products to the general public by using the marketing mix strategies, such as product, price, place and promotion. The purpose of this research is to find out how the application of marketing mix strategies that do Jayagiri, how much each marketing mix strategies that do Jayagiri, how Jayagiri purchasing decisions, and how much influence the marketing mix on consumer purchasing decisions in Jayagiri. This research uses descriptive and causal analysis with quantitative methods on 100 respondents, namely consumer Jayagiri. The analysis used in this study using simple regression analysis. The results showed that the marketing mix significantly influence purchasing decisions amounting to 61.2% on product purchasing decisions Jayagiri, while the remaining 37.9% is influenced by other factors.*

**Keywords:** *Marketing Mix, Purchase Decision*