

ABSTRACT

Facebook is a social network created by Mark Zukenburg in 2003. Various features of facebook gave rise to many ideas marketing, one of which is to create a group created specifically to buy and sell online. The marketing mix (marketing mix) is one way to influence consumers in making purchasing decisions of a product / service. Therefore, this study aims to determine whether there is influence between the marketing mix on purchase decisions online.

Methods of data collection is done through the deployment of an online questionnaire to 105 respondents. Data analysis technique used to use product moment correlation, classic assumption test, multicollinearity test, test data normality, heterokendansitas test, T test and F test

The results indicate that there are between marketing mix influence on purchase decisions online with R value of 0.425 with a range of correlations that are in moderate correlation. For variables that have the greatest influence of variable price (X2) with a value of 2,176 t. Based on the test results T product variable (X1) and price (X2) have an influence on the dependent variable but for promotion variable (X3) and place (X4) has no effect. In addition, the variable place (X4) when connecting to the decision simultaneously with product variables (X1) and price (X2) then have an influence.

Keywords: Facebook, Marketing mix, Purchasing Decisions online.