

## **ABSTRACT**

*This research is motivated by whether the consumer purchase decision Sampoerna A Mild cigarette marketing mix are affected by what Sampoerna A Mild do. Those problems constituted with Government Regulation No. 109 of 2012 (PP No. 109 Th 2012) on securing material containing addictive substances such as tobacco products for health in their efforts to reduce tobacco consumption in Indonesia. But, despite the government set rules to restrict smoking, Sampoerna A Mild cigarette could be the ruler of the share of tobacco industry in Indonesia based on their financial statements from 2007 to 2015. In Bandung, in 2016, nearly 30% cigarette Mild market share held by Sampoerna A Mild.*

*The method used in this research is quantitative method. The population in this study were active smokers in Bandung. The number of samples is 100. The samples obtained in this study using nonprobability sampling using purposive sampling technique. Data were analyzed using descriptive analysis and multiple linear regression analysis.*

*Sampoerna A Mild cigarettes have strength in the marketing mix in a sub-variables. By doing so, it can be seen that the consumer can easily access the Sampoerna A Mild cigarettes. Sampoerna A Mild cigarettes have a weakness in the price consumers can not reach the price of Sampoerna A Mild cigarette smoking because the price itself is already regulated by government regulations. Consumers are more influenced in deciding to buy as Sampoerna A Mild cigarette products renowned for their quality and how easy it is to access your purchase.*

*Keywords : Marketing mix, purchasing decisions*