

ABSTRACT

The era of globalization and the development of world trade has led to increasingly intense competition for the business world in an effort to penetrate the growing market. The fierce competition in trade not only hit one company only, but also applies to almost all types of companies. To achieve a better position, then every company must pay attention to the marketing mix made by the company in order to provide the best service to consumers. One of them is the Giant Hypermarket company. This research was conducted to analyze the factors that influence the purchase decision of Giant Hypermarket Mega Bekasi Mall. The purpose of this research is to know the level of marketing mix consisting of product, price, location, promotion at Giant Hypermarket Mega Bekasi Mall, To know the level of consumer purchasing decision at Giant Hypermarket Mega Bekasi Mall To know the level of marketing mix consisting of product, Price, location, promotion of consumer purchase decision at Giant Hypermarket Mega Bekasi Mall.

This research is descriptive with quantitative method to 100 respondents that is consumer of Giant Hypermarket Mega Bekasi Mall. The analysis used in this research use simple linear regression. The results of this study indicate that the marketing mix significantly influence the purchase decision is 4%, while the rest is influenced by other factors.

Keywords: Marketing Mix, Purchase Decision,