

ABSTRACT

Currently technology is able to bring the internet that increasingly supports communication between humans besides using call and sms, this causes the providers of telecommunications services produced their best products in order to get a high number of customers. From several major operators in Indonesia, XL is the operator with the lowest number of users in 2016. But based on XL's annual report in 2016, XL has done a lot of innovation for the development of business that should encourage people to buy XL products and making it an operator with more number of users than other telecommunication service providers. Therefore, by evaluating the use of strategy in the form of marketing mix, XL will be able to find advantages and disadvantages to improve the marketing mix strategy in the future, so that it can increase the number of consumers.

This study aims to find out the evaluation of XL marketing mix strategy, to know the buying decision of XL mobile product consumer in Bandung, and to know the effect of XL marketing mix on XL mobile product purchase decision in Bandung

This research is included in quantitative research, while based on the purpose of this research included into descriptive and causal research. Sampling was done by using non probability sampling technique which applied purposive sampling method with 100 respondents. Then for the data analysis used is descriptive analysis and multiple linear regression analysis using SPSS 21 assistance.

Based on the results of the research, the marketing mix consisting of product, price, place, promotion, process, physical environment, and people shows the significant effect on XL mobile product purchasing decision. While partially, on product, price, and place variable, there is no effect to XL mobile product purchase decision.

Therefore, to improve the purchasing decision of XL mobile product, it is necessary to have more product variation that adjust to market requirement, innovate, offer price according to market condition, provide XL Center and XL mobile product thoroughly in Bandung, and follow the trend and habits of target market.

Keywords: *Marketing Mix, Purchase Decision, Quantitative, Purposive Sampling.*