

Abstract

Scoot Airline is a new Airline Service in Indonesia market. In tight competition among Airline Services, many efforts has been done by innovating their services, like implementing low cost service or commonly known as *low cost carrier*. Scoot entered the Indonesian market by joining Tiger Airways, as seen from the data on the number of passengers the merger process of these two airlines was not too significant despite an increase result of this merge whereas Scoot Airlines offers different offers than its competitors through a unique mix marketing. Scoot has a mix marketing such as products, prices, places, promotions, physical evidence, processes and people who will provide information to consumers about Scoot.

The purpose of this study was to find out how the mix marketing influences products, prices, places, promotions, physical evidence, processes and people towards buying interest in using Scoot Airlines airlines.

The method used in this study is a quantitative method with descriptive and causal research types. The type of data in this study uses primary and secondary data. This study uses a questionnaire and literature study. Sampling using nonprobability sampling method of residential sampling with respondents as many as 100 consumers who use flight services at Soekarno-Hatta. Data analysis techniques using descriptive analysis and multiple linear analysis.

The results of simultaneous hypothesis testing of mix marketing have a significant effect on buying interest. The amount of influence of the mix marketing on buying interest. The results of this study indicate the magnitude of the effect partially on the product, price, place and promotion have a significant effect on buying interest while the physical evidence variable, process and people have no significant effect.

Keywords: 7P, Low Cost Carrier , Mix Marketing, Purchase Interest, Scoot Airlines.