

ABSTRACT

The increasing number of internet users, provides the potential for online-based businesses. which impacts competition in the e-commerce business industry in marketing activities. of course, in the face of competition, companies need to better recognize consumer behavior and marketing mix strategies that are appropriate and in accordance with consumer needs.

This study aims to determine the effect of the marketing mix with 7P dimensions (product, price, place, promotion, people, process and physical evidence) on the process of purchasing decisions in the Shopee marketplace and how much they influence simultaneously and partially.

This research includes quantitative research, based on the purpose of this study including descriptive and causal research. The sampling technique used in this study is non probability sampling with the accidental sampling method, with the number of respondents as many as 100 respondents. The data analysis used was descriptive analysis and multiple linear regression analysis with the help of SPSS 20.

Based on the results of descriptive analysis for the marketing mix variables in the Shopee marketplace are in the good category with an average percentage score of (82%) and the process of purchasing decision variables are also in the good category with a percentage of (83.3%). From the results of hypothesis testing, marketing mix variables simultaneously have a significant effect on the purchasing decision process with the value of $F_{count} > F_{table}$ ($24,435 > 2.11$) and significance < 0.05 ($0,000 < 0.05$). Based on the partial hypothesis test, the influence of the dimensions of people, process and physical evidence has a significant effect on the process of purchasing decisions. The people dimension has the most significant effect on the purchasing decision process with the value of $t_{count} > t_{table}$ ($3.349 > 1.986$) and the significance value ($0.001 < 0.05$) with a percentage of 24.4%. Based on the determination coefficient value obtained that the marketing mix can explain the process of purchasing decisions by 65%, and the remaining 35% is influenced by other factors not examined in this study.

Suggestions from this research Shopee marketplace should always improve quality and innovation, especially in the marketing mix strategy, especially the dimensions of people, process and physical evidence because it is a dimension of the marketing mix that has a significant influence on the purchasing decision process so that the purchasing decision process is expected to be superior competitive in competition in the e-commerce business industry.

Keywords: Marketing Mix, Purchasing Decision Process