

ABSTRACT

In this era of globalization, information is needed by various groups of people from various media such as print media in the form of newspapers, magazines, and so on. In Indonesia, especially in the city of Bandung, there are various kinds of newspaper brands scattered throughout the city. On the basis of this intense competition, PT. Pikiran Rakyat Bandung has decreased sales from 2015 to 2019 by approximately 1000 copies each year. Several factors are suspected to be the cause of the decrease in the number of direct customers, one of them is by implementing a marketing mix strategy, so that the company is able to compete with other similar companies. This study aims to analyze the effect of the marketing mix on purchasing decisions on Harian Umum Pikiran Rakyat in 2020. The research data was obtained from a questionnaire (questionnaire) and several observations.

Respondents in this study are people who buy or subscribe to Harian Umum Pikiran Rakyat with 100 respondents. The process of collecting data by distributing questionnaires with additional direct observation to the competent parties. This type of research is descriptive by using quantitative methods, sampling is processed with data management techniques used are validity and reliability tests, classic assumption tests, linear regression, and hypothesis testing (F test and t test).

The results of the analysis showed that the simultaneous marketing mix influenced the purchasing decisions of Harian Umum Pikiran Rakyat. The regression results show that if the Marketing Mix is constant or $X = 0$, then the purchase decision is 14.251. This means that if there is an increase in the marketing mix of 1% of Harian Umum Pikiran Rakyat, the purchasing decision will also increase by 8,103.

Keywords: Product, Price, Promotion, Distribution, Purchasing Decision.