

ABSTRACT

Increasing number of subsidized LPG gas users has an impact on the increase in the gas subsidy budget each year. In an effort to help government to reduce the number of subsidized LPG gas users. Pertamina issued an alternative policy to ease the financial burden and swelling state expenditures by producing a new variant gas named Bright Gas. To stimulate consumers to switch to using Bright Gas, a good marketing strategy is needed.

This study was conducted to determine and measure how much influence the Marketing Mix has on purchase intention on Bright Gas. The variables in this study was include Marketing Mix (X), Product (X1), Price (X2), Place (X3), and Promotion (X4) as independent variables and purchase intention as dependent variables (Y).

This research is a quantitative study with descriptive and causal objectives. The sampling technique used in this study is non-probability sampling with accidental sampling method to 100 respondents, where respondents in this study are consumers of LPG users in Bandung. Analysis of the data used is descriptive analysis and multiple linear regression analysis.

Based on descriptive analysis, the variable Marketing Mix and Purchase Intention are included in both categories. In accordance with the result of causality analysis that the Marketing Mix have a significant influence on the Purchase Intention variable. Based on 4 dimensions of Marketing Mix, each variable has significant effect with the proportion Product 20,4%, Price 15,2%, Place 12,1%, and Promotion 6,7%. The coefficient of determination obtained that Marketing Mix can simultaneously influence purchasing intention by 54,4% and the remaining 45,6% is influenced by other factors not examined in this study.

Keywords: *Marketing Mix, Product, Price, Place, Promotion, Purchase Intention*