# ABSTRACT

*Pizza Hut is a franchise restaurant that offers a wide variety of pizza, food and other beverages. In 2020, all of Indonesia will be affected by Covid-19, which requires every business to implement its best strategy. During the pandemic, Pizza Hut used a roadside sales strategy by implementing marketing innovations to increase sales. By combining products, promotions, places and applying affordable prices into a strategy, e-WOM is considered the main factor influencing consumer purchasing decisions (Bataineh, 2015). The purpose of this research is to find out how the marketing mix and e-WOM variables influence the Pizza Hut Purchase Decision during the pandemic.*

*This research is quantitative with descriptive and causal research types. Sampling using non-probability sampling method with purposive sampling with a number of respondents 400. Descriptive analysis and multiple linear regression analysis is an analysis technique.*

*Based on the results of descriptive analysis of product variables, price, location, promotion and e-WOM, this category is categorized as good. The results of the multiple linear regression analysis technique simultaneously reflect that product, price, location, promotion and e-WOM have a positive impact on Pizza Hut purchasing decisions during the pandemic. Product, price, location, promotion and impact of e-WOM simultaneously account for 65% of the purchasing decision process. Several products, prices, promotions, and e-WOM have a positive and significant influence on purchasing decisions. The most influential ones are e-WOM, promotions, products, and prices. At the same time, Place had no significant influence on Pizza Hut purchasing decisions during the pandemic.*

*Pizza Hut for roadside sales needs to pay attention to the dimensions of temperature, location convenience, sales promotion, price suitability with quality, Valence of Opinion and the process of identifying problems in purchasing decisions*

***Keywords**: Marketing Mix, Electronic Word-of-Mouth and Purchasing Decision*