

ABSTRACT

The people's need for life becomes higher, making market demand more varied. This condition encourages the emergence of new industries, such as the bread and cake industry which now ranks third after rice and noodles as staple foodstuffs of Indonesian society. Increased opportunities and consumption of bread and cakes encourage the emergence of new competitors, so that in facing this competition, companies need to develop a marketing mix tactics that suits 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 consumer purchasing decisions at Dea Bakery and how much they influence simultaneously and partially.

The sampling technique used in this study is non-probability sampling with the purposive sampling method. The samples taken in this study were 400 respondents who had bought Dea Bakery products. The data analysis used was descriptive analysis and multiple linear regression analysis with the help of SPSS 26.

The result of this study shows that there is an effect of product, price, place, and promotion on purchasing decisions partially based on hypothesis testing (T test), while people, processes, and physical evidence have no effect. The simultaneous test results show that the product, price, place, promotion, people, people, and physical evidence influence purchasing decisions simultaneously.

Based on the results of this study, companies are advised to improve product, price, place, and promotion as dimensions that affect consumer purchasing decisions by improving product texture, adjusting prices to the quality provided, considering vehicle access to outlets, expanding promotion channels and adjusting implementation of discounts. So, it is expected that if the dimensions of product, price, place, and promotion are improved, it will increase consumer purchasing decisions.

Keywords: *marketing mix, purchase decision*