

ABSTRACT

The development of the digital era is now increasingly rapid, this is evidenced at this time by the existence of the internet that can be easily enjoyed by humans, and the impact is very broad on the survival of human life activities. Currently in Indonesia already has a variety of brands E-Commerce, The number of internet users and advances in digital technology that are happening today make people want things that are practical and have convenience in shopping and transactions. Lazada offers an online marketing strategy solution or so-called Lazada Marketing Solution (NGO) for brands to manage their “online store” on theplatform Lazada. Lazada must carry out appropriate and effective marketing activities for consumers to be able to find out the features and products offered, thus enabling consumers to make the process of purchasing products on theplatform Lazadabigger. This study aims to determine the effect of the promotion mix on the purchasing decision process at Lazada in the city of Bandung.

This research method uses quantitative methods. This research uses multiple linear regression model. The sampling technique used was purposive sampling. Data was collected through the distribution of online questionnaires via a goggle form to 100 respondents with 19 statement items. The data processing technique was carried out by descriptive analysis, classical assumption test, and hypothesis testing.

The results showed that the influence of the marketing mix on the purchasing decision process at Lazada in the city of Bandung was 52.5%. Based on the results of partial and simultaneous hypothesis testing, that the marketing mix has an influence on the consumer purchasing decision process. Based on the results of the study, the researcher suggests Lazada to further develop its marketing mix so that consumers can be interested in making the decision process to purchase a product offered by the Lazada platform.

Keywords: Marketing, Marketing Mix, Purchase Decision Process, Promotion, Lazada.