

ABSTRACT

PT Pos Indonesia is one of the service providers that was founded in 1746. As it is known that online shopping activities continue to increase so that it affects the increase in the use of courier services. Seeing the existing phenomenon, demands PT Pos Indonesia to create a good brand image, carry out a marketing mix and improve the quality of its services so as to improve service use decisions.

This study aims to determine several influences, namely the influence of marketing mix variables on brand image, service quality variables on brand image, marketing mix variables on purchasing decisions, service quality variables on purchasing decisions, brand image variables on purchasing decisions.

This research method is quantitative and includes conclusive research with causal research type. The data was collected by using purposive sampling technique which used a questionnaire to the users of PT Pos Indonesia. This study uses an ordinal scale and there are 42 question indicator items. The data analysis technique used structural equation modeling (SEM), where the hypothesis was tested with LISREL 8.8 software.

The results of this study indicate that the marketing mix and service quality partially have a positive and significant effect on brand image, the marketing mix has no effect on purchasing decisions, service quality has a significant negative effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions.

The conclusion of the study is that there are four accepted hypotheses, and one rejected hypothesis. The advice for PT Pos Indonesia is to improve its services, it must improve its brand image. Because the marketing mix variable has no effect and service quality has a negative influence on purchasing decisions. Then for further research it can be used on logistics services other than PT Pos Indonesia, such as JNE, JNT, TIKI, etc. So that this model can be more perfect.

Keywords: *marketing mix, service quality, brand image, purchasing decisions, structural equation modeling.*