

ABSTRACT

Online sales of Five Review products in the Lazada marketplace are increasing during the Covid 19 pandemic. The increase in sales is allegedly influenced by the marketing mix or can be called 4p (Product, price, place, and promotion). This study aims to determine the effect of the 4p marketing mix consisting of product, price, place, and promotion on purchasing decisions in the Lazada marketplace partially and simultaneously.

The method in this research is descriptive and causal with a quantitative approach. Sampling was carried out using the accidental sampling method, the results of the number of respondents obtained were 400 respondents. The analytical technique used in this research is the classical assumption test and multiple linear regression which is processed using SPSS 0.25.

The results of this study show that Product, Price and Promotion variables have a significant and significant effect on Purchase Decisions, but Place has no influence on Purchase Decisions. The 4p marketing mix variable consisting of Product, Price, Place and Promotion has a simultaneous effect on Purchase Decision with an Rsquare value of 47.7%. With these results it is stated that Five Review products must focus on increasing new products to be made, determining prices that can compete with similar products and increasing promotional events for consumers of Five Review products.

Keywords: Product, Promotion, Price, Purchase Decision, Place.