

ABSTRACT

The increasing number of internet users, provides potential for online-based businesses. which has an impact on competition in the e-commerce business industry in marketing activities. Especially now that we are facing the Covid-19 pandemic. In the face of competition and this pandemic, companies need to better recognize consumer behavior and the right marketing mix and in accordance with consumer needs

This study aims to determine the effect of the marketing mix with the 4P dimensions (product, price, place, and promotion) on the purchasing decision process in the Shopee marketplace. The sampling technique used in this study is the Lameshow formula, with a minimum number of 100 respondents. The data analysis used is descriptive analysis and multiple linear regression analysis with the help of SPSS software.

Based on the results of descriptive analysis for the marketing mix variable in the Shopee marketplace, it is in a good category with an average percentage score (83.55%) and the purchasing decision process variable is also in a good category with a percentage (85.32%). From the results of hypothesis testing, the marketing mix variable has a significant effect on the purchasing decision process with a value of $F > F \text{ table}$ ($32,049 > 2.11$) and a significance < 0.05 ($0.000 < 0.05$). Based on a partial hypothesis test, the dimensions of product, price, place, and promotion have a significant effect on the purchasing decision process, the dimension of place (X4) has the most significant effect on the purchasing decision process with $t \text{ count}$ (6.525) $> t \text{ table}$ (1.645) and significance value (0.000) < 0.05 . Based on the coefficient of determination that the marketing mix can explain the purchasing decision process by 53.1%, and the remaining 46.9% is influenced by other factors not examined in this study.

The suggestion from this research is that the Shopee marketplace must always improve the quality and supervision, especially in the marketing mix strategy, especially the price, place, and promotion dimensions because they are the dimensions of the marketing mix that has a significant influence on the purchasing decision process during the Covid-19 pandemic so that if the purchasing decision process increases, it is expected to become a competitive advantage in competition in the e-commerce business industry.

Keywords: Marketing Mix, Purchasing Decision Process, Covid-19,