

ABSTRACT

This research is an exploratory study investigating the influence of all marketing mix variables (product, price, place, promotion, people, process, physical evidence) on purchasing decisions using a quantitative approach.

The research methodology employs descriptive analysis and classical assumption tests. The population of this study consists of customers of Irma Tupperware Agency in Sibuhuan City, with a sample of 100 respondents obtained through online questionnaires distributed via social media. The sampling technique used in this study is non-probability sampling, and the data is processed using IBM SPSS Statistics 26.

The results of the research, based on statistical analysis, show that the product variable falls into the "very high" category. The price variable falls into the "Not Good" category, the place variable falls into the "Not Good" category, the promotion variable falls into the "Not Good" category, the people variable falls into the "Not Good" category, the process variable falls into the "Not Good" category, and the physical evidence variable falls into the "Not Good" category. Based on the statistical analysis of the simultaneous test, it can be concluded that all marketing mix variables together (simultaneously) do not have an influence on the purchasing decisions at Irma Tupperware in Sibuhuan City. Furthermore, based on the partial test, the results show that the product variable does not significantly affect purchasing decisions, the price variable does not significantly affect purchasing decisions, the place variable does not significantly affect purchasing decisions, the promotion variable significantly affects purchasing decisions, the people variable does not significantly affect purchasing decisions, the process variable does not significantly affect purchasing decisions, and the physical evidence variable does not significantly affect purchasing decisions..

Key Word: *Marketing Mix, Purchasing Decisions, Tupperware*