This study was conducted in order to know the influence of marketing mix consisting of product, price, promotion, place, people, process, and physical evidence against the decision of visiting tourists visiting the attraction Sari Beach Ringgung. This type of research is explanatory. The study population was the tourists who visit at least 2 times to Sari Beach Ringgung Pesawaran District Lampung and the sample size of 100 respondents. Based on the partial results of the study obtained independent variables are product, place, process significant effect, whereas the variable price, people, promotion, and physical evidence not significant effect on the decision to visit. Simultaneously the service marketing mix consisting of a variable product, price, location, person, place, promotion, process and physical evidence together - equally significant influence on decisions visiting tourists.

Keywords: Marketing Mix Services and Decision Been