

ABSTRACT

Effect of Marketing Mix Decisions Against Consumers In Purchasing Goods in Chandra Department Store, East Tanjung Karang, Bandar Lampung

By

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Globalization has brought a serious impact on various aspects of life; one of them is the increasing of amount of consumptive society. It is also marked by the emergence of many shopping malls and supermarkets in cities (Haryanto, 2011: 170). Strict competition in the business world makes the entrepreneurs create a strategy to market product and service they offer to the community. Marketing strategies used by the company is called marketing mix.

This study is aimed at finding out whether the marketing mix variables; consisting of the product (product), price (price), where (place), and promotion (promotion), affect consumer decision to buy goods in Chandra Department Store, Tanjung Karang Timur, Bandar Lampung. This study is quantitative research. The data of this study were obtained from 335 respondents through direct observation (observation) and questionnaire.

The results showed that the promotion of the marketing mix variables influence the consumer's decision to buy the goods in Chandra Department Store, East Tanjung Karang, Bandar Lampung. The value of the variable t on the promotion of 6,537 with level of significance of 0000. This is because good communication between the consumer and the SPG (Sales Promotion Girl) and SPB (Sales Promotion Boy).

Keywords: consumerism, marketing mix, consumer decisions