EFFECT OF CONSUMER PERCEPTION OF MARKETING MIX OF PURCHASE DECISION CAR HONDA JAZZ IN BANDAR LAMPUNG

Abstract

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Increasing economic development resulted in the growing importance of the role of marketing in today's marketing is an important activity undertaken by the company in order to realize the objectives of the company, especially those that are economically viable to develop their business in order to gain maximum profit and maintain the viability of the company.

The problem in this study is: how much influence the marketing mix decisions of consumers purchase a car Honda Jazz in Dublin. The hypothesis is the marketing mix has a positive influence on purchase decisions Honda Jazz car in Dublin. The analytical tool used is multiple linear regression and the data obtained from 100 consumers dioleh owner of the Honda Jazz.

Research results of consumer characteristics of the Honda Jazz in Dublin based on the average gender is male - male, average income - Rp. 3,000,001 to Rp. 5,000,000, average employment - average is a Civil Servant with the educational background of the average - average is Bachelor S1.

The results of the calculation of descriptive consumer stated car Honda Jazz in Dublin as a whole are satisfied. The mean score for each variable product, price, promotion, distribution, process, people and physical appearance 4. The biggest influence on the purchase of a honda jazz contained in the variable price that is equal to 31.4% due to the resale price of honda jazz high.

Suggestions put forward the Honda Jazz need to maintain price variable. Things that need to be done is to give the piece a reasonable price, cheaper price and price according to the quality of the product compared with competitors in this Toyota Yaris. The variables that need to be improved is the promotion variable. with a more vigorous campaign in various media, especially in the area newspapers to deal with competitors in this Toyota Yaris.

Keywords: marketing mix, purchasing decisions