

## ABSTRACT

Dwi Nuraini Elsa 2014 Thesis “Analysis of *Marketing Mix* Impact towards decision of purchasing packaged water of Aqua

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Behavior of consumer is not only on the decision of purchasing but also it's accompanied by phase of behavior pre purchasing. In this phase, consumer will feel grade of satisfaction our dissatisfaction that will influence next behavior. The satisfaction of consumer will be created AQUA production can fulfill expectation of consumer. One of alternative way which can be applied by AQUA producer to create satisfaction of consumer is to utilize marketing mix that includes price, place and promotion in strategy of product marketing. So that, the objective of this research is to analyze impact of product, price, place and promotion towards decision of purchasing Packaged water AQUA simultanly and partially.

Research method is quantitative by survey approach, by 90 samples of respondents. While, taking samples used accidental sampling. Free variable consists products (X1), Price (X2), place (X3) and promotion (X4) and attached variable is Decision Purchasing (Y). Instrument evaluation used validity test, realibility test and classic assumption test. While data analysis method used double regreton linier by test F and test T.

The result of analyze in this research, known that there is a significant impact to variable of product, price, place and promotion towards decision of purchasing. Variable has coefficient beta highest towards product variable (X1) by value coefficient beta 0,531. So, it can be concluded that dominant variable has impact to variable of decision of purchasing is variable product (X1).