

ABSTRACTION

Maria Dewi Yunita Lumban Batu, Marketing Mix Analysis of Effect of Small and Medium cenderamata Against Consumer Purchase Decisions When Using the SEA Games in Palembang (under the guidance of Mary Josephine Tyra, SE, MM)

Decision making by consumers to purchase a product is preceded by an awareness and desire for fulfillment. This regard, the phenomenon under study is how to influence the marketing mix of small and medium cenderamata on consumer purchasing decisions at the SEA Games in Palembang. The research was done by taking a sample of consumers who buy souvenirs at the Sea Games in Palembang. Instrument primary data collection in the form of questions and measured by Likert scale. Questionnaire given directly to respondents of 100 respondents. Analysis data used method is the method of Multiple Regression Analysis. Of the four marketing mix variables that influence consumer purchasing decisions, namely product, price, promotion, and place it where the only variable that has a significant positive effect. So the variable is a variable that is very important to purchase decisions in buying souvenirs at the Sea Games in Palembang.

Keywords: Buying decisions, product, price, promotion, place