

Abstract

This study tries to analyze the influence of the marketing mix of teak products for consumer purchase decisions in the city of Palembang. The population in this study is the consumer PD. Marthi furniture Palembang and the sample was determined using the method of purposive sampling, a method of determining the sample based on specific criteria. For example consumers who have purchased the product identity in the PD. Marthi furniture. The results of this study is that the mix of products proven to influence the purchase decisions of consumers. These results are based on the value of significance (p-value) generated by 0.017 less than 0.05, and the value of t calculated (2.431) is bigger than t table value (2.353). Mix of pricing, distribution and promotion proved to have no effect on purchasing decisions. These results are based on the value of significance (p-value) produced greater than 0.05, and the value t count bigger than t table value (2.353). Marketing mix consists of product mix, price mix, distribution mix and promotional mix together proved to influence the purchase decisions of consumers. These results are based on the value of significance (p-value) generated by 0.043 less than 0.05, and the calculated F value (2.569) is greater than the value of F table (2.47).

Keywords: marketing mix, product, price, distribution, promotion, consumer buying decision.