

ABSTRACT

This study aimed to examine the effect of the marketing mix on consumer decisions in buying the LG brand LCD TVs. The population in this study is people who ever use a LG LCD TV brand in Palembang. Purposive sampling technique was used to collect 100 respondents. Hypothesis testing using multiple linear regression analysis with SPSS version 17.0. After classic assumption was assumption the test results showed that the hypothesis (H_0) states that there is no influence of the marketing mix on consumer's decision to purchase the LG brand LCD TVs in the city of Palembang, was rejected. Hypothesis (H_a) states that there is an influence of the marketing mix on consumer's decision to purchase the LG brand LCD TVs in the city of Palembang, accepted. Description analysis use score mean show that product get the highest score and price is the lowest score.

Keywords: product, price, distribution, promotion, and purchasing decisions.