

Abstract

This study tried to research the analysis of the influence of strategic marketing and consumer behavior towards purchasing decisions Filma cooking oil. In this study the number of samples used are as many as 100 people. Conclusions from this research is that which consists of strategic marketing: product, price, distribution and promotion of a positive and significant impact on purchasing decisions Filma brand cooking oil. This is due to the t value greater than t table. Further acceptance of H_1 is also supported by the results obtained on the p -value significance value of 0.031 which is smaller than $\alpha = 0.05$. Comprising of consumer behavior: the acquisition phase, the consumption stage, and post-purchase stages positive and significant impact on purchasing decisions Filma brand cooking oil. This is due to the t value greater than t table. Further acceptance of H_2 is also supported by the results obtained on the p -value significance value of 0.032 which is smaller than $\alpha = 0.05$.

Keywords: *strategic marketing, consumer behavior, purchasing decisions*