

## **ABSTRACT**

This study was conducted to determine the effect of the Marketing Mix Analysis of Consumer Purchase Decision Against the Grocery Indogrosir Center Palembang . This study uses primary data as much as 100 . Where 30 is the pre test samples 70 samples followed the respondents who shopped at Indogrosir . This research was conducted using the data quality testing validity , reliability test , and test the assumptions of classical as well as to test the hypothesis used multiple linear regression analysis with a significance level of 5 % , the data collected by purposive sampling method that respondents who buy goods in grocery center Indogrosir Palembang .Analysis of research data using SPSS (*Statistical Production Services and Solution*) version 13 . Based on the results of the regression analysis testing the hypothesis with research , marketing mix variables have no effect on consumer purchasing decisions . This suggests that the marketing mix variables product , price variables , variables and variable promotion places not affect consumer purchasing decisions .

Keywords : Product , Price , Promotion , Place and Purchase Decision