

ABSTRACT

A house or settlement is a very important thing for a better future. In Indonesia, there are residential providers or both public and private sector. Between the dominance of private residential providers, public residential provider prove that they are able to compete to become on the top position. Marketing mix become the most important thing to determine the right steps to increase amount of customers by looking at factors that affect consumer decisions in making a purchase. This research aim is to know the influence of the marketing mix (X) against the purchase decision proses (Y) of Parahyangan Kencana Soreang region. This research is categorized a casual descriptive. The population that is used in this research is the citizen of Parahyangan Kencana Soreang with a hundred sample determined by the result of calculating Bernoulli formula. Methods of data analysis used in this research are validity testing, reliability testing, descriptive statistics testing, a simple regression analysis and hypothesis testing. The result of the research prove that H_0 is rejected and H_a is accepted. This means the promotion mix influence is significant to the purchasing decisions. The magnitude of the influence of marketing mix purchase decisions are 59,5% while the rest 40,5% (100%-59,5%) influenced by other factors outside of the marketing mix.

Keywords: Buying decision process, marketing mix.