

ABSTRACT

The growth of the automotive industry, especially the sales of new vehicles in Indonesia, showed a considerable increase in sales. The growth trend is also followed by the increase of used vehicle sales, one of them is Kompas Motor Showroom in Palembang. Involving in the increasingly fierce competition, Kompas Motor Showroom needs to expand its business. Based on the interview results, there are problems associated with the marketing mix and the indication of the fluctuations tends to decrease in sales so that companies need to develop appropriate marketing strategies. This research aims to determine the effect of marketing mix to the purchasing decision of used cars in Palembang (Study On Kompas Motor Showroom) ".

The research method used is quantitative research. The type of research is descriptive and causal. The scale used is Likert attitude scale. The population are consumers who have ever bought a used car in Kompas Motor Showroom in Palembang. This research use NonProbability Sampling with saturation sampling type.4 Data analysis techniques use simple linear regression analysis.

Based on the results of descriptive analysis shows that the highest value of Marketing Mix variables are in product dimension with average percentage of 84% and promotion dimension having low average, that is equal to 80.2%. In the variable Purchase Decision has the highest value on the dimensions of Payment Method with percentage of 78.4%. In addition, there is a brand selection dimension that has a low percentage of 77.2%.

Based on the results of this research, it can be concluded that the marketing mix at Kompas Motor Showroom in Palembang is in good category, the purchasing decision on the Kompas Motor Showroom in Palembang is in good category, and the marketing mix has a significant influence on the purchasing decision variable with the influence magnitude of 39.8 %.

Keywords : Marketing Mix, Purchase Decision, Used Car Industry