

ABSTRACT

Humans with various limitations, are unable to fill their own needs without help of other parties or people, therefore retail industry are present to fill human necessary by providing goods or service that will be used by end consumer privately. Retail company should recognize their consumer behaviour, because every consumer has their own characteristics and they have their own way to to serve them in different ways, especially for disability consumers with visual impairments, so the company should provide some special services and facilities.

This study aims to determine the effect of marketing mix (X) on blind retail consumer purchasing decisions on middle and high school students in SLBN A Kota Bandung (Y), from the result retail companies will know the concept of marketing mix has an effect or not for blind retail consumers which different like consumers in general, and also to find out the better marketing strategy for retail blind consumer.

The method used in this study is quantitative research with non-probability sampling technique, saturated samples with 51 middle and high school students in SLBN A Kota Bandung, with descriptive analysis techniques and simple linear regression.

Hypothesis test results indicate that there is an effect of marketing mix on blind retail consumer purchasing decisions, with the results of $t_{count} > t_{table}$ ($14.01 > 2,00958$), then the determination coefficient has an effect of 60.99% on blind retail consumer purchasing decisions on middle and high school students in SLBN A Kota Bandung and 39.01% are effected by other factors.

Keywords: Marketing mix, Purchase Decision, Blind Consumers, Retail