

***THE EFFECT OF MARKETING MIX ON PURCHASE  
DECISIONS AT UMKM KAIN TENUN PUTRI MAS  
IN SEBAUK VILLAGE  
(Case Study of Bengkalis Regency Community)***

*Student Name : Yogi Aidil Saputra  
Student ID Number : 5103211512  
Supervisor : Dwi Astuti, SE., M.Si*

***ABSTRACT***

*This study aims to analyze the effect of marketing mix on purchasing decisions at Kain Tenun Putri Mas MSMEs in Sebauk Village. The type of research used is associative research. The population in this study were the people of Bengkalis Regency who had purchased products from Kain Tenun Putri Mas MSMEs in Sebauk Village. The sampling technique used in this study was Nonprobability Sampling with a sample size of 100 respondents. The data analysis techniques used were research instrument testing, classical assumption testing, hypothesis testing, multiple linear regression analysis and coefficient of determination. The marketing mix consisting of product, price, location and promotion is known to have a positive and significant effect on purchasing decisions simultaneously. The product is known to have a partial positive and significant effect on purchasing decisions. Price is known to have a partial positive and significant effect on purchasing decisions. Location is known to have a partial positive and significant effect on purchasing decisions. Promotion is known to have a partial positive and significant effect on purchasing decisions. The influence given by the marketing mix consisting of product, price, location and promotion on purchasing decisions at the Kain Tenun Putri Mas MSMEs in Sebauk Village is 59.6% while the remaining 40.4% can be influenced by other factors not explained in this study.*

***Keywords:*** *Marketing Mix, Product, Price, Location, Promotion, Purchasing Decision*