

## ABSTRAK

Keputusan pembelian itu adalah pandangan ketika seseorang mengevaluasi bermacam pilihan serta membuat putus anterhadap product dari berbagai pilihan. Tujuan penelitian untuk memahami pengaruh *marketing mix* terhadap keputusan pembelian belanja online di aplikasi shopee pada mahasiswa prodi manajemen Universitas PGRI Adi Buana Surabaya. Pendekatan kuantitatif yang digunakan dalam penelitian, sampel dipakai sebanyak 90 responden dengan teknik pengambilan sampel yaitu *simple randaom sampling*. Penelitian dilakukan dengan penyebaran kuesioner dan dokumentasi. Teknik analisi yang diterapkan adalah Teknik analisis linier berganda. Hasil penelitian membuktikan jika marketing mix memiliki pengaruh signifikan dan positif terhadap keputusan pembelian.

**Kata kunci:**Marketing Mix, Keputusan Pembelian

## **ABSTRACT**

*The purchasing decision is a challenge in which individuals make various choices and decide on the product of the many choices. The purpose of this study is to consider the effect of marketing mix on online shopping purchase decisions in the Shopee application of management students at PGRI Adi Buana University Surabaya. This study uses quantitative, samples taken as many as 90 respondents with a sampling technique that is simple random sampling. The study is conducted by distributing questionnaires and documentation. The analysis technique applied is multiple linear analysis technique. Results of the study prove that the marketing mix has a significant and positive effect on purchasing decision.*

**Keywords :** *Marketing Mix, Purchase Decision*