

## **ABSTRACT**

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Study Program : Entrepreneur  
Title : Effect of Marketing Mix on Purchasing Decisions at Pangsit Goreng Mala Harapan Indah, Bekasi

Pangsit Goreng Mala Harapan Indah is a company that is engaged in the food and beverage sector. Pangsit Goreng Mala Harapan Indah itself provides dumplings, kwetiau, rice and noodles served with dumplings with the characteristic of Chinese spice, namely mala as the main dish which can be served fried or in gravy. Mala itself is a spicy spice that comes from Sichuan, China. This business is run by home cooking which serves online purchases. This business has been established since July 2020. The uncertain income of mala dumplings even though it has been around for a long time is a consideration in making this research. The purpose of this study was to determine the influence and significance of the marketing mix on purchasing decisions. The dependent variable in this study is the purchase decision, while the independent variables are product, price, promotion and location. This study uses quantitative methods, and will distribute online questionnaires via google form with purposive sampling technique with the criteria of respondents who can fill out are those who have bought the Pangsit Goreng Mala Harapan Indah. After that, the data quality test will be carried out with validity and reliability tests. After the data quality test is successful, descriptive statistics, Pearson correlation test and determinant coefficient test will be carried out. Based on this research, product and price have a strong significant effect on purchasing decisions. While the promotion and location variables have a moderate effect on purchasing decisions.

**Keyword:** Product, Price, Promotion, Location, Marketing Mix, Purchasing Decision, Cloud-kitchen