

# THE EFFECT OF MARKETING MIXED STRATEGY (PRODUCT, PLACE, PROMOTION, AND PRICE) ON PURCHASE DECISIONS IN PT. BEST STAMP INDONESIA.

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- **Abstract:** The development of the business world today is very competitive in all types of existing businesses and coupled with the COVID-19 pandemic, the business world is increasingly challenging to develop. Companies are required to determine the right marketing strategy to survive and win the competition so that the company's goals can be achieved. Every company must work hard to create new strategic policies in marketing their goods and services to consumers. The marketing strategy generally has four elements: product, price, promotion, place, which is always developing along with technological developments and company movements and changes in consumer behavior towards purchasing decisions. This study aimed to determine how the influence of the 4P marketing mix on purchasing decisions. The method used in this research is descriptive verification using 376 samples as respondents. The results showed that the 4P marketing mix affected purchasing decisions and the variable with the most significant influence was Place with 42, 12%.
- **Keywords:** Marketing, Product, Price, Place, Promotion, Purchase Decision