

The Effect Of Marketing Mix (Product, Price, Promotion, Place, People, Process, And Physical Evidence) To Purchasing Decision In CV. Mendong K Craft Kamulyan Village, Manonjaya Tasikmalaya District, West Java. Supervisor by SITI SYAMSIAR and INDAH WIDOWATI. This research is purposed to understand how much the effect of marketing mix (Product, Price, Promotion, Place, People, Process, and Physical Evidence) to purchasing decision and to determine the future appropriate marketing strategy for CV. Mendong K Craft. This case research uses sample random sampling method. The total sample is 118 respondents. The data sources are obtained from CV. Mendong K Craft and literature studies. The data collection techniques is using questionnaires and recording. The hypothesis testing used analysis of SEM (Structural Equation Modeling). The research results showed Goodness of Fit Test of SEM using AMOS v20 (2010) and it is obtained the result that a small chi-square value of 727.807 and CFI of 0.920. Product has positive effect to purchase decision, People has positive effect to purchase decision, Physical Evidence has positive effect to purchase decision, Price has positive effect to purchase decision, Promotion has positive effect to purchase decision, Place has positive effect to purchase decision, Process has positive effect to purchase decision, Price, Promotion, Process have positive effect to mediator variable (Physical Evidence, People, Product). The marketing strategy for the future is a need to increase Product, Price, Promotion, Place, People, Process, and Physical Evidence that give more purchasing decisions and attract the attention of consumers, in addition to the already good customer care must be maintained so that consumers can commit to keep buying.

Keywords: Marketing Mix, Purchase Decision, Craft Industry, CV. Mendong K Craft