

## ABSTRAK

Meningkatnya industri fashion didalam negeri juga menjadi daya tarik bagi merk pakaian luar negeri yang ikut berinvestasi dan berkompetisi. Salah satu clotng line yang ada di Surabaya adalah ZILCH yang terbentuk dari sekelompok anak-anak muda yang memiliki passion dan ide yang sama terhadap fashion yang ada dijalanan atau bisa disebut dengan Streetwear. Penelitian ini bertujuan untuk menguji pengaruh marketing mix terhadap keputusan pembelian pada suatu brand ZILCH.

Jenis penelitian ini adalah kuantitatif. Dengan jumlah Populasi 97 responden. Dengan menggunakan sampling jenuh. Pengambilan sampel menggunakan metode non probability sampling, serta penentuan sampel accidental sampling. Hasil penelitian menunjukkan bahwa Produk (Product) berpengaruh positif dan signifikan terhadap keputusan pembelian, Harga (Price) berpengaruh positif dan signifikan terhadap keputusan pembelian, Orang (People) berpengaruh positif dan signifikan terhadap keputusan pembelian, Promosi (Promotion) berpengaruh positif dan signifikan terhadap keputusan pembelian pada brand ZILCH Streetwear Surabaya.

**Kata Kunci:** *Marketing Mix (Produk, Harga, Orang, Promosi), Keputusan Pembelian*

## ***ABSTRACT***

The rapid development of the fashion industry in local countries attracts foreign cloth brands to invest their money and compete. One of the clothing lines in Surabaya is ZILCH. A group made this line of teenagers with similar passion and ideas on street fashion or it could be said by streetwear. Therefore, this research aimed to examine the effect of the marketing mix on buying decisions of a brand of ZILCH.

The research was quantitative. With the data collection technique used saturated sampling, the population was 97 respondents. Moreover, the sampling technique used accidental sampling. As a result, the product had a positive and significant effect on buying decisions. Similarly, the price had a positive and significant effect on buying decisions. Likewise, the people had a positive and significant effect on buying decisions. Also, the promotion had a positive and significant effect on buying decisions of a brand of ZILCH.

**Keywords:** Marketing Mix (Product, Price, People, Promotion), Buying Decisions

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