**ABSTRACT**

Nafs Tour Travel is one of service company which was established in 2012. This company is a business engaged in travel services, serving one of the services travelling with package tour on offered to consumers. At the time the company is encountered some problems that’s in the terms of consumer interest over the services offered. It’s turn up caused by promotional activities that are less maximized by the company.

The research method that used are analytical descriptive. Which is to be X variable is Marketing Mix and to be Y variable is Purchasing Decision. Technique of data collection that used are observation and non-participant, structured interview, spreading questionnaire and study of librarianship. Technique of analytical data that used are score analysis, test of the validity instrument, test of the reliability instrument, a test of simple linear regression, hypotheses test, Spearman’s rank correlation coefficient (rs) and the coefficient determination.

Based on the data obtained from the results of research showed the influence of service marketing mix towards purchasing decisions with value 66.91% or that variances that occur on Purchasing Decisions variable (Y) is 66.91% determined by variances that occur on Service of Marketing Mix variable (X). the rest with value 30.09% determined with other factors outside the research, such as economic condition of the society, environment, and technological development.

The barriers has encountered Nafs Tour Travel in implementation the principles of marketing mix like promotional activities that can’t be executed with maximally and existence of price competition more strict with other companies which have great existences.

Researcher that suggest Nafs Tour Travel more maximize a medium like social media to conduct promotional activities in a great way and give more little a bit discount to consumers. Researcher expect Nafs Tour Travel pay more attention the principles of Marketing Mix in make up a decision and expect there are others which do that research for further outside variables that has doing by researcher.

Keywords: Marketing Mix and Purchasing Decisions