

ABSTRACT

This research to be done to answer problems are appear or unusually condition where clay brick with trademark “BATAKU” What have to be produced high quality and low price, but sales omzet is not give significant number. Because of that, the research hope can answer the question : What factors are to be consideration in case buying decision of building material, How perception and costumers give value to clay brickwith trade mark “BATAKU” , and what effective marketing strategy should be implemented to sales product clay brick with trade mark “BATAKU”?

All of respondents from district Cilegon, Serang, dan Pandeglang. All of them are 100 personels who are divide by four group of age, three strata of education and men also women.

Result of data to be analized with validity analysis, reliability, statistic,descriptive and linear regresi analized. Use statistic tool to determinate validity of research instrument, can be identified 20 variables instrument are valid. Dominan factor that determinate buying decision are product variable what have 77 %, and second dominan factor is price variable namely 2,43 %.

Base on result of this research, company can take input to improve effort in marketing mix aspecially in distribution and promotion, because these factor not yet enough effective.