

## ABSTRACT

**SYARIFUDDIN, *An Analysis on the Factors Marketing Mix Affecting Consumers' Decision in Choosing Bosowa Cement at PT. Semen Bosowa Maros Products in Makassar City.* Supervised by Dr.Ir. Alugoro Mulyowahyudi, MSc**

*This research aimed to find the influence product, price, promotion, and place/distribution factors which to influence the consumers to choose Bosowa Cement in Makassar City.*

*The collect data method using by survey and questioner technique. The sample to choose using with stratified random sampling technique. The definitive technique sample can represent from each strata in consumers' population Bosowa cement the way to do proportional from each strata, that is to industry (projects) including from government 76, private 67, industry 47, and the household strata including from official/private 78, entrepreneur 52, so the total respondent 320, from total population 1.600. The data were then analyzed using multiple regression method helping from the SPSS program.*

*The research result show that product, price, promotion, and place/distribution factors have significant influenced towards the consumers' decision to choose Bosowa Cement in Makassar City, aither partially or simultaneously. The price factor has the most dominant influence on consumers' decision to choose Bosowa cement compared to product, promotion, and place/distribution factors.*