

This research is the perfectness of former researches as to be done by Holzner&Oetomo (2004) and Purdy (2006). The research urgency is how to measure effectivity of the influence of condom marketing mix strategy and how this strategy influencing youth sexual behavior quality. Based on problem formulation, could be formulated five hypothesis : (1). There is positive influence between condom product toward youth sexual behavior. (2). There is positive influence between condom applied price toward youth sexual behavior. (3). There is positive influence between condom distribution channel toward youth sexual behavior. (4). There is positive influence between condom promotion activities toward youth sexual behavior. (5). There is positive influence between condom marketing mix strategy, which consist of product, price, distribution channel, and promotion dimensions toward youth sexual behavior.

Teenagers group in DKI Jakarta to be research subject by implementing non probability sampling, which is doesn't give any probability to member of population to be choiced sample. This research used survey method, for which data were gotten from respondents by using questionnaire, that be designed base on theories were conversed to be dimensions and indicators, then measurement could be done. Data analysis used path analysis method.

Based on validity test with confirmatory factor analysis and reliability test with alpha cronbach, found that all question items and variables are valid and reliable. Data analysis conducted using path analysis, this research was tested empirically that youth sexual behavior in DKI Jakarta was significantly positive influenced by condom marketing mix.

Keyword: Condom marketing mix, Youth sexual behavior, DKI Jakarta, Path analysis.