

**ANALISIS PENGARUH BAURAN PEMASARAN
(MARKETING MIX 7-P) TERHADAP KEPUTUSAN PEMBELIAN
(Studi Kasus: Thiwul Ayu Mbok Sum Kecamatan Dlingo Kabupaten Bantul)**

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ABSTRAK

Penelitian ini bertujuan untuk 1) menganalisis pengaruh bauran pemasaran (*marketing mix 7-p*) terhadap keputusan pembelian Thiwul Ayu Mbok Sum 2) menganalisis pengaruh masing-masing variabel meliputi *product, price, place, promotion, people, physical evidence, procces* terhadap keputusan pembelian 3) menganalisis rumusan strategi pemasaran di Thiwul Ayu Mbok Sum. Penelitian ini menggunakan metode deskriptif. Metode pelaksanaan penelitian menggunakan metode studi kasus. Metode penentuan sampel dilakukan secara *sampling incidental* berjumlah 120 orang. Jenis dan sumber data yang digunakan adalah data primer dan sekunder. Metode pengumpulan data yang digunakan yaitu wawancara, kuesioner dan observasi. Pengujian instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis dan pengujian hipotesis yang digunakan adalah analisis *Stuctural Equation Modeling (SEM)*. Hasil penelitian menunjukkan ini bahwa bauran pemasaran 7P (*product, price, place, promotion, people, physical evidence, procces*) berpengaruh terhadap keputusan pembelian, dengan pengaruh tertinggi didominasi oleh variabel *physical evidence* dan pengaruh terendah adalah variabel *price*. Variabel *product, price, place, promotion, people, physical evidence, process* masing-masing berpengaruh terhadap keputusan pembelian dengan nilai *estimate* secara berurut sebesar 0.112, 0.095, 0.191, 0.174, 0.149, 0.269, 0.171. Rumusan strategi pemasaran yang didapatkan yaitu mempertahankan desain tata ruang di Thiwul Ayu Mbok Sum.

Kata kunci: Bauran pemasaran (*marketing mix 7-p*), keputusan pembelian, strategi pemasaran, dan analisis *Stuctural Equation Modeling (SEM)*.

**THE EFFECT ANALYSIS OF MARKETING MIX (7Ps)
ON PURCHASE DECISION
(A Case Study of Thiwul Ayu Mbok Sum Dlingo Sub-District, Bantul Regency)**

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ABSTRACT

This study aims to 1) investigating the effect of marketing mix (7Ps) on purchase decision in Thiwul Ayu Mbok Sum, 2) examining the influence of each variable including product, price, place, promotion, people, physical evidence, process on purchase decision, 3) analyzing the marketing strategy formulation at Thiwul Ayu Mbok Sum. This research used a descriptive approach. The method used in conducting this research was a case study method. Moreover, the method applied to determine the sample was incidental sampling there are 120 people. The types and the sources of the data used were primary and secondary data. The technique of data collection used were interviews, questionnaires, and observations. In testing the instruments, this research employed validity and reliability testing. The data analysis technique and the hypothesis testing used in this research was Structural Equation Modeling (SEM). The results of this study indicate that 7Ps marketing strategy (product, price, place, promotion, people, physical evidence, and process) affects on purchase decision, in which the variable with highest impact on purchase decision is the physical evidence, whereas the variable with the least impact on consumers' purchase decision is the price. Product, price, place, promotion, people, physical evidence, and process variables influence on purchase decision with an estimated value of 0.112, 0.095, 0.191, 0.174, 0.149, 0.269, and 0.171 respectively. Consequently, the formulations of the marketing strategy that is obtained to maintaining the spatial design in Thiwul Ayu Mbok Sum.

Keywords: Marketing mix (7Ps), purchase decision, marketing strategy, and Structural Equation Modeling (SEM).