

**Analisis Pengaruh Bauran Pemasaran Terhadap Proses Pembelian Benih
Lele pada Usaha Omah Lele di Desa Sidoluhur Kecamatan Godean
Kabupaten Sleman Daerah Istimewa Yogyakarta**

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ABSTRAK

Omah Lele yaitu salah satu pembudidaya yang menjual benih lele. Omah Lele berada di Desa Sidoluhur, Godean, Sleman, Yogyakarta. Penelitian ini bertujuan untuk: (1) Mengetahui produk, harga, promosi, dan tempat usaha omah lele. (2) Menganalisis pengaruh Produk, Harga, Promosi, dan Tempat terhadap proses pembelian benih lele. Metode dasar penelitian ini menggunakan metode deskriptif, pelaksanaannya menggunakan metode studi kasus. Metode pengambilan responden menggunakan *Convenience Sampling* sebanyak 60 responden yaitu pembeli benih ikan lele. Teknik analisis dan pengujian hipotesis yang digunakan adalah Analisis Regresi Linier Berganda. Hasil dari penelitian : (1) Produk benih ikan lele pada usaha Omah Lele masuk dalam kategori sangat tinggi (Kualitas produk yang baik, tahan terhadap penyakit, penjualan dengan berbagai ukuran benih lele, ketersediaan pembeli membayar kualitas yang baik). (2) Harga benih ikan lele pada usaha Omah Lele masuk dalam kategori tinggi (harga sesuai dengan kualitas dan ukuran, harga benih lele kompetitif dan terjangkau dengan usaha pembenihan lain). (3) Promosi pada usaha Omah Lele masuk dalam kategori tinggi (strategi pemasaran yang cukup baik, pemberian informasi benih lele yang detail, pemberian hadiah dan garansi yang sangat baik). (4) Tempat pada usaha Omah Lele masuk dalam kategori tinggi saluran distribusi yang baik seperti akses yang mudah dijangkau, tempat parkir dan bongkar muat yang luas, sarana transportasi memadai, lokasi pesaing yang cukup jauh). (5) Proses pembelian pada usaha Omah Lele masuk dalam kategori tinggi (kesesuaian dengan kebutuhan pembeli, informasi benih lele sampai dengan tepat ke pembeli, telah melakukan evaluasi alternative yakni benih lele di omah lele lebih unggul, telah membeli dan melakukan pembelian ulang). (6) Terdapat pengaruh produk, harga, promosi, dan tempat terhadap proses pembelian benih lele pada Omah Lele

Kata Kunci : Produk, Harga, Promosi, Tempat, dan Proses Pembelian.

Analysis of the Effect of Mixes Marketing on the Purchase Process of Catfish in the Business of Omah Lele in Sidoluhur Village, Godean District, Sleman Regency, Special Region of Yogyakarta

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ABSTRACT

Omah Lele is one of the farmers who sells catfish seeds. Omah Lele is in Sidoluhur Village, Godean, Sleman, Yogyakarta. This study aims to: (1) Know the products, prices, promotions, and business places of omah lele. (2) Analyzing the influence of Products, Prices, Promotions, and Places on the process of buying catfish seeds. The basic method of this study uses descriptive methods, the implementation using a case study method. The method of taking respondents uses Convenience Sampling as many as 60 respondents, namely buyers of catfish seeds. The analysis technique and hypothesis testing used is the Analysis of Multiple Linear Regression. The results of the study: (1) Catfish seed products in the business of Omah Lele are in a very high category (Good product quality, resistant to disease, sales of various sizes of catfish seeds, availability of buyers paying good quality). (2) The price of catfish seeds in the business of Omah Lele falls into the high category (prices are in accordance with the quality and size, competitive and affordable catfish seed prices with other hatcheries). (3) Promotions in the business of Omah Lele fall into the high category (a fairly good marketing strategy, providing detailed catfish seed information, giving gifts and a very good guarantee). (4) Places in the business of Omah Lele fall into the category of being included in the high category of good distribution channels such as easy access, parking lots and extensive loading and unloading, transportation facilities are adequate, the location of competitors is quite far). (5) The purchase process in the business of Omah Lele falls into the high category (conformity to the needs of buyers, information on catfish seeds to the right to the buyer, evaluating alternatives, namely catfish seeds in catfish, superior, has bought and re-bought) (6) There is influence of product, price, promotion, and place on the process of buying catfish seeds on Omah Lele.

Keywords : Products, Prices, Promotions, Places, and Purchasing Process.