

**PENGARUH BAURAN PEMASARAN 7P TERHADAP KEPUTUSAN
PEMBELIAN MIE LETHEK “MBAH MENDES”
MAGUWOHARJO DEPOK SLEMAN**

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ABSTRAK

Penelitian ini bertujuan untuk: (1) Menganalisis pengaruh bauran pemasaran 7P terhadap keputusan pembelian Mie Lethek “Mbah Mendes”, (2) Menganalisis kontribusi indikator terhadap variabel yang ada dipenelitian ini. Penelitian ini menggunakan metode kuantitatif. Metode pelaksanaan penelitian menggunakan metode deskriptif. Metode penentuan sampel dilakukan secara sampling insidental berjumlah 120 orang. Jenis dan sumber data yang digunakan adalah data primer dan sekunder. Metode pengumpulan data yang digunakan yaitu wawancara, wawancara mendalam, kuesioner, dan observasi. Pengujian instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis dan pengujian hipotesis yang digunakan adalah analisis *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan ini bahwa bauran pemasaran 7P berpengaruh terhadap keputusan pembelian, dengan kontribusi tertinggi variabel saluran distribusi dan kontribusi terendah variabel orang. Kontribusi tertinggi variabel produk pada merek dan kontribusi terendah pada penyajian produk. Kontribusi tertinggi variabel harga pada kesesuaian harga dan kontribusi terendah pada harga bersaing. Kontribusi tertinggi variabel saluran distribusi pada petunjuk jalan dan kontribusi terendah pada akses jalan. Kontribusi tertinggi variabel promosi pada jumlah promosi dan kontribusi terendah pada media promosi. Kontribusi tertinggi variabel orang pada cepat tanggap dan kontribusi terendah pada penampilan tenaga kerja. Kontribusi tertinggi variabel lingkungan fisik pada fasilitas dan kontribusi terendah pada tata ruang. Kontribusi tertinggi variabel proses pada prosedur pembayaran dan kontribusi terendah pada kecepatan produksi. Kontribusi tertinggi variabel keputusan pembelian pada pasca pembelian dan kontribusi terendah pada pencarian informasi.

Kata Kunci: Bauran Pemasaran 7P, Keputusan pembelian, Mie Lethek “Mbah Mendes”, *Structural Equation Modeling* (SEM)

**THE EFFECT OF MARKETING MIX 7Ps ON PURCHASE
DECISION LETHEK NOODLES "MBAH MENDES"
MAGUWOHARJO DEPOK SLEMAN**

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ABSTRACT

This study aimed to: (1) Analyzed the effect of marketing mix 7Ps on purchase decision in Lethek Noodles "Mbah Mendes", (2) Analyzed the contribution of indicators to variables in this study. The research method was quantitative. The implementation method was descriptive. The sample collection method was incidental sampling with 120 respondents. The types and sources of data were primary and secondary data. Data collection methods were interviews, in-depth interview, questionnaires and observation. Testing instruments were validity and reliability testing. The analysis technique and hypothesis testing was Structural Equation Modeling (SEM). The results of this study indicate that marketing mix 7Ps affected on purchase decision, with the highest contribution on place variable and the lowest contribution on people variable. The highest contribution of product variable to brand and the lowest contribution to product presentation. The highest contribution of price variable on price suitability and the lowest contribution at competitive prices. The highest contribution of place variable on road guidance and the lowest contribution on road access. The highest contribution of promotion variable is the lowest number of promotions and contributions on promotional media. The highest contribution of people variable on responsiveness and the lowest contribution to the appearance of employees. The highest contribution of physical evidence variable on facility and the lowest contribution on layout. The highest contribution of process variable on payment procedure and the lowest contribution on speed of production. The highest contribution of purchase decision variable on post-purchase and the lowest contribution on search information.

Keywords: Marketing mix 7Ps, Purchase Decision, Lethek Noodles "Mbah Mendes", Structural Equation Modeling (SEM)