

**PENGARUH BAURAN PEMASARAN TERHADAP KEPUTUSAN
PEMBELIAN KRIPIK SALAK PADA USAHA DAGANG “CRISTAL” DI
DESA KEMBANGARUM TURI SLEMAN YOGYAKARTA**

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ABSTRAK

Penelitian ini bertujuan : 1) menganalisis pengaruh bauran pemasaran yaitu produk (*product*), harga (*price*), saluran distribusi (*place*), promosi (*promotion*), orang (*people*), bukti fisik (*physical evidence*), proses (*process*) terhadap keputusan pembelian kripik salak di UD. Cristal. 2) mengetahui penilaian konsumen terhadap variabel produk (*product*), harga (*price*), saluran distribusi (*place*), promosi (*promotion*), orang (*people*), bukti fisik (*physical evidence*), proses (*process*) dan keputusan pembelian kripik salak di UD.Cristal. Penelitian ini menggunakan metode *deskriptif*, metode pelaksanaan penelitian menggunakan metode *survey*. Metode pengambilan responden menggunakan metode *sampling incidental* macam data yang digunakan adalah data primer dan data sekunder, teknik pengambilan data dengan kuesioner, wawancara dan observasi. Teknik analisis menggunakan analisis regresi linier berganda dan analisis deskriptif. Hasil penelitian dengan analisis regresi menyatakan seluruh variabel bauran pemasaran berpengaruh terhadap keputusan pembelian kripik salak di UD. Cristal. Hasil penelitian menggunakan analisis deskriptif menunjukkan penilaian konsumen terhadap variabel produk (*product*) termasuk sangat tinggi, harga (*price*) tinggi, lokasi (*place*) tinggi, promosi (*promotion*) sedang, orang (*people*) tinggi, bukti fisik (*physical evidence*) tinggi, proses (*process*) tinggi.

Kata kunci : Bauran pemasaran, keputusan pembelian, penilaian konsumen

**THE EFFECT OF MARKETING MIX ON THE DECISION OF
PURCHASING SALAK CHIPS IN UD. CRISTAL KEMBANGARUM
TURI SLEMAN DAERAH ISTIMEWA YOGYAKARTA**

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ABSTRACT

His study aims 1) to analyze the effect of the marketing mix, namely product, price, place, promotion, people, physical evidence, process towards purchasing salak chips at UD. Cristal. 2) knowing consumer ratings of product, price, place, promotion, people, physical evidence, process and purchasing decisions for salak chips at UD. Cristal. This study used descriptive method, the method of execution used was survey method. The method of sampling used was incidental sampling. Kinds of data used in this study were primary datas and secondary datas, the techniques collection of data used were questionnaires, interviews and observations. The technique of analysis used were multiple linear regression analysis and descriptive analysis. The results of this study did with regression analysis state that all marketing mix variables affect the purchasing decisions of salak chips at UD. Cristal. The results of this study used descriptive analysis showed consumer ratings of product variable is very high, price variable is high, place variable is high, promotion variable is moderate, people variable is high, physical evidence variable is high, process variable is high.

Keywords: Marketing mix, purchasing decisions, consumer ratings