

**ANALISIS PENGARUH BAURAN PEMASARAN 7P TERHADAP KEPUTUSAN
PEMBELIAN KOPI LUWAK
PADA KOPI LUWAK MATARAM, BANTUL**

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ABSTRAK

Penelitian ini bertujuan untuk 1) Mendeskripsikan variabel bauran pemasaran 7P yang memiliki nilai skor tertinggi 2) menganalisis pengaruh dari variabel produk, harga, tempat, promosi, orang, bukti fisik, dan proses terhadap keputusan pembelian kopi luwak. Penelitian ini menggunakan metode kuantitatif. Metode pelaksanaan penelitian menggunakan metode studi kasus. Metode penentuan sampel dilakukan secara *sampling incidental* berjumlah 50 responden. Jenis dan sumber data yang digunakan adalah data primer dan sekunder. Metode pengumpulan data yang digunakan yaitu wawancara, observasi, dan dokumentasi. Pengujian instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis dan pengujian hipotesis yang digunakan adalah analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa bauran pemasaran 7P (*product, price, place, promotion, people, physical evidence, process*) secara bersama-sama berpengaruh terhadap keputusan pembelian, dengan pengaruh tertinggi didominasi oleh variabel *promotion* dan pengaruh terendah adalah variabel *people*. Variabel *product, price, place, promotion, people, process* masing-masing berpengaruh positif terhadap keputusan pembelian kopi luwak. Sedangkan untuk variabel *physical evidence* secara individu tidak berpengaruh terhadap keputusan pembelian kopi luwak. Rumusan strategi pemasaran yang didapatkan yaitu mempertahankan promosi dan kualitas Kopi Luwak Mataram sesuai dengan harganya.

Kata kunci: Bauran pemasaran, Keputusan Pembelian, Kopi Luwak, Bantul

**THE ANALYSIS OF THE EFFECT OF MARKETING MIX (7Ps)
ON PURCHASE DECISION ON A CASE STUDY OF UMKM KOPI LUWAK
MATARAM, BANTUL**

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ABSTRACT

This study aims at 1) describing the 7Ps marketing mix variables (product, price, place, promotion, people, physical evidence, and process) that have the highest scores; 2) analyzing the influence of the variables (product, price, place, promotion, people, physical evidence, and process) on purchase decision of kopi luwak. This research applied quantitative method. The method used in conducting this research was a case study. The method applied to determine the sample was incidental sampling involving 50 respondents. The types and the data sources were primary and secondary data. The techniques of data collection used were interview, observation, and documentation. In testing the instruments, this research employed validity and reliability testing. The data analysis technique and the hypothesis testing used in this research was multiple linear regression analysis. The results of this study indicate that the 7Ps marketing mix (product, price, place, promotion, people, physical evidence, and process) affect the purchase decision, in which promotion shows the highest impact on purchase decision, whereas people shows the least impact on purchase decision. Each of the other variables (product, price, place, promotion, people, and process) positively influences the purchase decision of kopi luwak. Meanwhile, physical evidence individually shows no effect on purchase decisions. The formulation of the marketing strategy, therefore, is to maintain the promotion and quality of Kopi Luwak Mataram according to the price.

Keywords: Marketing mix (7Ps), purchase decision, Kopi Luwak, Bantul