

**ANALISIS PENGARUH BAURAN PEMASARAN (4P) TERHADAP  
PROSES KEPUTUSAN PEMBELIAN TEH BOTOL SOSRO  
PT SINAR SOSRO DI KOTA TARAKAN  
PROVINSI KALIMANTAN UTARA**

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**ABSTRAK**

Penelitian dilakukan di Kota Tarakan Provinsi Kalimantan Utara. Tujuan penelitian ini adalah menganalisis pengaruh bauran pemasaran (4P) terhadap proses keputusan pembelian konsumen Teh Botol Sostro PT Sinar Sostro di Kota Tarakan, Provinsi Kalimantan Utara. Metode yang digunakan dalam penelitian adalah deskriptif kuantitatif, metode pelaksanaan dengan metode survey serta pemilihan lokasi menggunakan metode *purposive*. Metode penentuan responden menggunakan *insidenstal sampling* dengan jumlah responden yang diambil sebanyak 120. Hasil analisis penelitian menunjukkan bahwa nilai koefisien determinasi pada *adjusted R Square* sebesar 0.42, serta variabel produk, harga, lokasi dan promosi berpengaruh terhadap proses keputusan pembelian konsumen.

Kata Kunci : Bauran Pemasaran, Proses Keputusan Pembelian, Teh Botol Sosro

**ANALYSIS OF THE INFLUENCE OF THE MARKETING MIX (4P)  
ON SOSRO BOTTLE TEA PURCHASE DECISION PROCESS  
PT SINAR SOSRO IN TARAKAN CITY  
NORTH KALIMANTAN PROVINCE**

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**ABSTRACT**

The research was conducted in Tarakan City, North Kalimantan Province. The purpose of this study was to analyze the effect of the marketing mix (4P) on the consumer purchasing decision process for Teh Botol Sosro at PT Sinar Sosro in Tarakan City, North Kalimantan Province. The method used in this research is descriptive quantitative, the implementation method is the survey method and the location selection is using the purposive method. The method of determining respondents used incidental sampling with the number of respondents taken as many as 120. The results of the research analysis showed that the value of the coefficient of determination on the adjusted R Square was 0.42, and product, price, location and promotion variables had an effect on the consumer purchasing decision process.

Keywords : Marketing Mix, Purchase Decision Process, Teh Botol Sosro