ELVIRA MAYA PANGESTI. 2023. Analisis Pengaruh Bauran Pemasaran 7P terhadap Keputusan Pembelian Nichoa *Chocolate bar*. Di bawah arahan Antik Suprihanti

ABSTRAK

Penelitian ini bertujuan untuk (1) menganalisis karakteristik konsumen Nichoa *chocolate bar* , dan (2) menganalisis pengaruh bauran pemasaran 7P (produk, harga, tempat, promosi, orang, lingkungan fisik, dan proses) terhadap keputusan pembelian Nichoa *chocolate bar*. Penelitian ini merupakan penelitian kuantitatif dengan metode survey. Penentuan sampel dilakukan secara *purposive sampling*. Metode pengambilan sampel menggunakan metode *non probability sampling* dengan jumlah sampel sebanyak 80 orang. Jenis dan sumber data yang digunakan adalah data primer dan sekunder. Metode pengumpulan data menggunakan kuisioner, wawancara, observasi, dan dokumentasi. Pengujian instrumen menggunakan uji validitas dan reliabilitas. Teknik analisis dan pengujian hipotesis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda. Hasil penelitian menujukkan bahwa (1) konsumen Nichoa *chocolate bar* berjenis kelamin perempuan, berusia 26-35 tahun, tempat tinggal dominan di daerah Jawa Tengah, berpendidikan S1, bekerja sebagai pegawai swasta dan rentang pendapatan per bulan Rp1.500.000 sampai Rp2.500.000 (2) variabel produk, harga, promosi, dan proses, berpengaruh terhadap keputusan pembelian Nichoa *chocolate bar*.

Kata Kunci: Karakteristik Konsumen, Bauran Pemasaran, Keputusan Pembelian, *Chocolate bar*

ELVIRA MAYA PANGESTI. 2023. *Analysis the Effect of Marketing Mix 7P on The Consumer Purchasing Decisions on Nichoa Chocolate bar. Superviced by* Antik Suprihanti

ABSTRACT

This research aims to (1) analyze the characteristics of Nichoa chocolate bar consumers and (2) analyze the influence of the 7P marketing mix (product, price, place, promotion, people, physical environment, and process) on the purchasing decisions of Nichoa chocolate bar. This study is a quantitative research conducted using a survey method. The sample determination was done through purposive sampling. The sampling method used was non-probability sampling, with a total sample size of 80 individuals. Both primary and secondary data were used, collected through questionnaires, interviews, observations, and documentation. The instrument was tested for validity and reliability. The analysis technique and hypothesis testing used in this research were multiple linear regression analysis. The results of the study showed that (1) Mayority of Nichoa chocolate bar consumers are female, age between 26-35 years, living mainly in the Central Java region, having a bachelor's degree, working as private employees, and income ranging from Rp1,500,000 to Rp2,500,000 per month. (2) The variables of product, price, promotion, and process influence purchasing decisions of Nichoa chocolate bar significantly.

Keywords: *Consumer   Characteristics,   Marketing   Mix,   Purchase   Decision, Chocolate bar*