

Pengaruh Bauran Pemasaran (7P) Terhadap Proses Keputusan Pembelian Produk Asmorodjati Di Tarumartani Coffee dan Resto 1918 Yogyakarta

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ABSTRAK

Penelitian ini bertujuan (1) Mendeskripsikan variabel produk, harga, tempat, promosi, orang, bukti fisik, dan proses keputusan pembelian di Tarumartani Coffee dan Resto 1918. (2) Menganalisis pengaruh produk, harga, tempat, promosi, orang, bukti fisik, dan proses terhadap proses keputusan pembelian di Tarumartani Coffee dan Resto 1918. Penelitian ini menggunakan jenis penelitian deskriptif kuantitatif dengan menggunakan data primer dan data sekunder. Metode penentuan lokasi dengan metode *purposive* dan sampling penelitian menggunakan insidental sampling sebanyak 80 responden. Hasil uji validitas dan reliabilitas menunjukkan bahwa data penelitian valid dan reliabel. Penilaian responden terhadap variabel produk mempunyai skor rata-rata 3,83, harga mempunyai skor rata-rata 3,81, tempat mempunyai skor rata-rata 3,58, promosi mempunyai skor rata-rata 3,59, orang mempunyai skor rata-rata 3,75, bukti fisik mempunyai skor rata-rata 3,57, proses mempunyai skor rata-rata 3,72 dan proses keputusan pembelian mempunyai skor rata-rata 3,8. Hasil pengujian menggunakan regresi linier berganda menunjukkan bahwa variabel produk, harga, tempat, orang, bukti fisik, proses secara parsial berpengaruh terhadap variabel proses keputusan pembelian. Sedangkan variabel promosi tidak berpengaruh terhadap proses keputusan pembelian.

Kata kunci : Produk, Harga, Tempat, Promosi, Orang, Bukti fisik, Proses, Proses Keputusan Pembelian

Effect of Marketing Mix (7P) on Purchasing Decisions Process of Asmorodjati Product in Tarumartani Coffee and Resto 1918 Yogyakarta

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ABSTRACT

This study aims (1) describe the variables of product, price, place, promotion, physical evidence, people, process and process of purchasing decisions at Tarumartani Coffee and Resto 1918. (2) Analyze the effect of product, price, place, promotions, people, physical evidence, and processes on the purchasing decision process at Tarumartani Coffee and Resto 1918. This research uses a quantitative descriptive research type using primary data and secondary data. The method of determining the location by purposive method and research sampling using an incidental sampling of 80 respondents. The results of the validity and reliability tests show that the research data is valid and reliable. Respondents' assessment of the product variable has an average score of 3.83, price has an average score of 3.81, place has an average score of 3.58, promotion has an average score of 3.59, people have an average score 3.75, physical facilities have an average score of 3.57, the process has an average score of 3.72 and the purchasing decision process has an average score of 3.8. The test results using multiple linear regression showed that the product, price, place, people, physical facilities, process variables partially influenced the purchasing decision process variables. While the promotion variable has no effect on the purchasing decision process.

Keywords : *Product, Price, Place, Promotion, People, Physical Evidence, Process, Purchase Decision Process*