

ABSTRAK

Meningkatnya bisnis *food and beverage* mengharuskan perusahaan memiliki strategi pemasaran yang baik untuk tetap bertahan dan berkembang salah satunya melalui strategi *marketing mix 4Ps*. Strategi *marketing mix* mendorong perusahaan untuk mengoptimalkan dan memfokuskan strategi pemasaran pada empat bauran pemasaran sehingga keputusan pembelian konsumen dapat meningkat. Mixue Ice Cream & Tea merupakan bisnis minuman berbasis teh dan es krim yang menciptakan tren menarik dalam dunia *marketing* yakni pada strategi *marketing mix* yang dimiliki. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh strategi *marketing mix product, price, place, dan promotion* terhadap keputusan pembelian *followers* Instagram Mixue Ice Cream & Tea di wilayah Kota Yogyakarta dan Kabupaten Sleman. Penelitian ini menggunakan teori perilaku konsumen. Metode penelitian yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan analisis statistik deskriptif dan analisis regresi linear berganda. Hasil penelitian ini menunjukkan secara simultan, variabel *product, price, place, dan promotion* berpengaruh positif dan signifikan terhadap keputusan pembelian *followers* Instagram Mixue Ice Cream & Tea di wilayah Kota Yogyakarta dan Kabupaten Sleman sebesar 45,5%. Secara parsial, hanya variabel *product* dan *promotion* yang memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Berdasarkan hasil penelitian ini, maka diharapkan bagi segenap pemilik *brand* makanan/minuman untuk lebih memperhatikan strategi *marketing mix 4ps* yang dimiliki.

Kata kunci: *product, price, place, promotion, Mixue Ice Cream & Tea, keputusan pembelian*

ABSTRACT

The increase in the food and beverage business requires companies to have a good marketing strategy to survive and develop, one of which is through the 4ps marketing mix strategy. The marketing mix strategy encourages companies to optimize and focus marketing strategies on four marketing mixes so that consumer purchasing decisions can improve. Mixue Ice Cream & Tea is a tea and ice cream based beverage business that creates interesting trends in the world of marketing, namely in its marketing mix strategy. This research aims to determine and analyze the influence of marketing mix strategy product, price, place, and promotion on the purchasing decisions of Mixue Ice Cream & Tea Instagram followers in the Yogyakarta City and Sleman Regency areas. This research uses consumer behavior theory. The research method used in this research is quantitative approach with descriptive statistical analysis and multiple regression analysis. The result of this research shows that simultaneously, the product, price, place, and promotion variables have a positive and significant effect on the purchasing decisions of the Mixue Ice Cream & Tea Instagram followers in the Yogyakarta City and Sleman Regency areas by 45,5%. Partially, only product and promotion variables have a positive and significant effect on purchasing decisions. Based on the results of this research, it is hoped that all food or drink brand owners will pay more attention to their 4ps marketing mix strategy.

Keywords: product, price, place, promotion, Mixue Ice Cream & Tea, purchasing decisions