

**PENGARUH BAURAN PEMASARAN TERHADAP PROSES
KEPUTUSAN PEMBELIAN PRODUK ROTI PADA KEDAI KEBUN ROTI
DI KABUPATEN SLEMAN DAERAH ISTIMEWA YOGYAKARTA**

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ABSTRAK

Penelitian ini dilakukan di Kedai Kebun Roti Yogyakarta. Tujuan penelitian ini adalah menganalisis pengaruh bauran pemasaran terhadap proses keputusan pembelian produk roti di Kedai Kebun Roti Yogyakarta. Metode penelitian ini menggunakan metode deskriptif dan metode studi kasus. Metode penentuan responden menggunakan *insidental sampling* dengan jumlah responden sebanyak 81 orang. Macam data yang digunakan dalam penelitian ini yaitu data primer dan sekunder. Metode pengumpulan data meliputi observasi, kuesioner, wawancara, dan dokumentasi, pengujian instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis yang digunakan adalah regresi linier berganda. Hasil penelitian menyatakan bahwa produk, harga, tempat, promosi, karyawan, sarana fisik, dan proses mempengaruhi proses keputusan pembelian di Kedai Kebun Roti. Pada variabel bebas produk, harga, tempat, promosi, orang, sarana fisik, dan proses secara bersama-sama berpengaruh terhadap variabel terikat proses keputusan pembelian. Pada uji t variabel produk, harga, tempat, promosi, orang, sarana fisik, dan proses secara individu berpengaruh positif dan signifikan terhadap proses keputusan pembelian.

Kata kunci: Bauran Pemasaran, Proses Keputusan Pembelian, Kedai Kebun Roti.

*THE INFLUENCE OF THE MARKETING MIX ON THE PROCESS
BREAD PRODUCT PURCHASE DECISION AT KEDAI KEBUN ROTI IN
KABUPATEN SLEMAN DAERAH ISTIMEWA YOGYAKARTA*

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ABSTRACT

This research was conducted at the Kedai Kebun Roti Yogyakarta. The purpose of this study was to analyze the influence of the marketing mix on the purchasing decision process of bakery products at Kedai Kebun Roti Yogyakarta. This research method uses descriptive method and case study method. The method of determining respondents used incidental sampling with a total of 81 respondents. Types of data used in this study are primary and secondary data. Data collection methods include observation, questionnaires, interviews, and documentation, instrument testing using validity and reliability tests. The analysis technique used is multiple linear regression. The results of the study stated that product, price, place, promotion, employees, physical facilities, and processes influence the purchasing decision process at Kedai Kebun Roti. In the independent variables product, price, place, promotion, people, physical facilities, and processes together affect the dependent variable of the purchasing decision process. In the t-test of product, price, place, promotion, people, physical facilities, and process variables individually have a positive and significant effect on the purchasing decision process.

Keywords: Marketing Mix, Purchase Decision Process, Kedai Kebun Roti.