

## **ANALISIS PENGARUH *MARKETING MIX* TERHADAP MINAT BELI PRODUK MINUMAN FREMILT THAI TEA DI KECAMATAN GODEAN DAN KECAMATAN MOYUDAN**

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**Abstract :** *This study aims to determine the effect of the marketing mix variable consisting of product, price, place, and promotion simultaneously and individually on the purchasing decision of Fremilt thai tea in Godean and Moyudan branches. The basic method of this research is descriptive with a quantitative approach. The research location was chosen purposively, namely at 11 Fremilt outlets in Godean and Moyudan branches. The method of determining the sample is purposive sampling, with 104 respondents consisting of 60 respondents Godean branch and 44 respondents Moyudan branch. This study uses a Likert scale which is transformed into interval data. The data analysis method used is multiple linear regression analysis using SPSS 21. The results of this study indicate that the product, price, place, and location simultaneously have a significant effect on purchasing decisions for Fremilt thai tea in Godean and Moyudan branches. The individual product, price, and promotion have a significant effect, while the individual place has no significant effect on purchasing decisions for Fremilt thai tea in Godean and Moyudan branches. The most dominant variable on the purchasing decision of Fremilt thai tea in Godean and Moyudan branches is the product variable. **Keywords : Marketing Mix, Fremilt, Purchase decision.***

**Abstrak :** Penelitian ini bertujuan untuk mengetahui pengaruh variabel bauran pemasaran meliputi produk, harga, tempat, dan promosi secara simultan dan individu terhadap keputusan pembelian Fremilt thai tea di Cabang Godean dan Moyudan. Metode dasar penelitian ini adalah metode deskriptif dengan pendekatan kuantitatif. Lokasi penelitian dipilih secara purposive sampling yaitu Gerai Fremilt Thai Tea yang berada di Cabang Godean dan Moyudan. Metode penentuan sampel yang digunakan adalah purposive sampling dengan jumlah sampel adalah 104 responden, 60 responden cabang Godean dan 44 responden cabang Moyudan. Penelitian ini menggunakan skala likert yang ditransformasikan menjadi data interval. Metode analisis data yang digunakan adalah regresi linear berganda dengan menggunakan software SPSS 21. Hasil penelitian ini menunjukkan bahwa produk, harga, tempat, dan promosi secara simultan berpengaruh signifikan terhadap keputusan pembelian Fremilt thai tea di Cabang Godean dan Moyudan. Secara individu produk, harga, dan promosi berpengaruh signifikan sedangkan variabel tempat tidak berpengaruh signifikan terhadap keputusan pembelian Fremilt thai tea di Cabang Godean dan Moyudan. Variabel yang paling dominan terhadap keputusan pembelian Fremilt thai tea di Cabang Godean dan Moyudan adalah produk.

**Kata Kunci : Bauran Pemasaran, Fremilt, Keputusan Pembelian**

## **ANALYSIS OF THE INFLUENCE OF MARKETING MIX ON INTEREST TO BUY FREMILT THAI TEA BEVERAGE PRODUCTS IN GODEAN DISTRICT AND MOYUDAN DISTRICT**

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**Abstract :** *This study aims to determine the effect of the marketing mix variable consisting of product, price, place, and promotion simultaneously and individually on the purchasing decision of Fremilt thai tea in Godean and Moyudan branches. The basic method of this research is descriptive with a quantitative approach. The research location was chosen purposively, namely at 11 Fremilt outlets in Godean and Moyudan branches. The method of determining the sample is purposive sampling, with 104 respondents consisting of 60 respondents Godean branch and 44 respondents Moyudan branch. This study uses a Likert scale which is transformed into interval data. The data analysis method used is multiple linear regression analysis using SPSS 21. The results of this study indicate that the product, price, place, and location simultaneously have a significant effect on purchasing decisions for Fremilt thai tea in Godean and Moyudan branches. The individual product, price, and promotion have a significant effect, while the individual place has no significant effect on purchasing decisions for Fremilt thai tea in Godean and Moyudan branches. The most dominant variable on the purchasing decision of Fremilt thai tea in Godean and Moyudan branches is the product variable. **Keywords : Marketing Mix, Fremilt, Purchase decision.***

*This study aims to determine the effect of marketing mix variables including product, price, place, and promotion simultaneously and individually on the purchasing decision of Fremilt thai tea in Godean and Moyudan Branches. The basic method of this research is a descriptive method with a quantitative approach. The research location was chosen by purposive sampling, namely Femilt Thai Tea Outlets located in Godean and Moyudan Branches. The sampling method used was purposive sampling with a total sample of 104 respondents, 60 respondents from Godean branch and 44 respondents from Moyudan branch. This study uses a Likert scale which is transformed into interval data. The data analysis method used is multiple linear regression using SPSS 21 software. The results of this study indicate that product, price, place, and promotion simultaneously have a significant effect on purchasing decisions for Fremilt thai tea in Godean and Moyudan Branches.*

*Individually product, price, and promotion have a significant effect, while the place variable has no significant effect on purchasing decisions for Fremilt thai tea in Godean and Moyudan Branches. The most dominant variable on the purchasing decision of Fremilt thai tea in Godean and Moyudan Branches is product*

**Keywords: Marketing Mix, Fremilt, Purchase Decision**