

## **PENGARUH BAURAN PEMASARAN TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK DETTOL**

### **INTISARI**

Salah satu produk yang sangat esensial dikalangan masyarakat pada saat pandemi COVID-19 adalah antiseptik dan desinfektan. Pandemi membawa masyarakat dalam budaya baru *work from home*. Selain itu, seluruh transaksi beralih fungsi dari luring menjadi daring. Frekuensi penggunaan gadget bertambah seiring berjalannya waktu. Hampir seluruh roda ekonomi beralih menjadi pemasaran secara online dan proses transaksi jual beli secara online. Penelitian ini ditujukan untuk menyempurnakan penelitian sebelumnya terkait pemasaran produk Dettol. Tujuan dalam penelitian adalah mengetahui pengaruh variabel kualitas produk, harga, promosi dan tempat memberikan pengaruh terhadap keputusan pembelian.

Desain penelitian berbasis metode survey dengan prosedur pengambilan data dengan kuesioner dan sistem skala *likert*. Penelitian ini menggunakan sumber data primer dengan kriteria inklusi responden merupakan Warga Negara Indonesia, berusia 15-64 tahun, pernah melihat iklan digital produk Dettol serta pernah melakukan transaksi jual beli produk Dettol secara *online*. Teknik sampling responden menggunakan teknik *non-probability sampling*. Total responden pada penelitian ini adalah 422 responden. Proses analisis penelitian ini menggunakan uji instrument, analisis regresi linear berganda, dan uji hipotesis.

Hasil pengujian instrumen terdapat 2 item yang harus dikeluarkan dari instrumen serta hasil dikatakan reliabel dengan nilai *alpha cronbach*  $> 0,07$ . Berdasarkan hasil penelitian, didapatkan bahwa variabel kualitas produk, harga, promosi dan tempat memiliki pengaruh positif secara parsial yang dibuktikan dengan nilai  $p < 0,05$  dan secara simultan terhadap keputusan pembelian yang dibuktikan dengan hasil regresi Nilai  $F_{hitung}$  sebesar 294,405 lebih besar dari  $F_{tabel}$  2,393. Nilai koefisien determinasi 0,736 yang memiliki arti bahwa 73,8% variasi keputusan pembelian dipengaruhi oleh kualitas produk, harga, promosi, dan tempat sedangkan sisanya sebesar 26,2% dipengaruhi oleh faktor lain. Kesimpulan menunjukkan bahwa setiap variabel yaitu kualitas produk, harga, promosi dan tempat berpengaruh pada keputusan pembelian.

**Kata Kunci:** Kualitas produk, harga, promosi, tempat, keputusan pembelian

## **THE EFFECT OF THE MARKETING MIX ON PURCHASE DECISIONS ON DETTOL PROTECTION PRODUCTS**

### **ABSTARCT**

One of the most important products among the people during the COVID-19 pandemic is antiseptic and disinfectant. The pandemic has brought people to a new culture of working from home. In addition, all transactions switch functions from offline to online. The frequency of using gadgets increases from time to time. Almost all the wheels of the economy have turned to online marketing and the process of buying and selling transactions online. This research is intended to improve previous research related to the marketing of Dettol products. The purpose of the study was to determine the effect of product quality, price, promotion and place variables on purchasing decisions.

The research design is based on a survey method with data collection procedures using a questionnaire and a Likert scale system. This study uses primary data sources with the inclusion criteria of respondents being Indonesian citizens, aged 15-64 years, having seen digital advertisements for Dettol products and having made online buying and selling transactions for Dettol products. The sampling technique of respondents used a non-probability sampling technique. The number of respondents in this study were 422 respondents. The analysis process of this research uses instrument test, multiple linear regression analysis, and hypothesis testing.

The results of the instrument test have 2 items that must be removed from the instrument and the reliability test results are said that instrument are reliable proven by Cronbach's alpha value  $> 0.07$ . Based on the results of the study, it is known that the variables of product quality, price, promotion and place have a partial positive effect as evidenced by p value  $< 0.05$  and simultaneously on purchasing decisions as evidenced by regression results. Fcount value of 294,405 is greater than Ftable 2,393. The value of the coefficient of determination is 0.736, which means that 73.8% of the variation in purchasing decisions is influenced by product quality, price, promotion, and place, while the remaining 26.2% is influenced by other factors. The conclusion shows that each variable, namely product quality, price, promotion and place has an effect on purchasing decisions.

**Keywords:** Product quality, price, promotion, place, purchase decision