

INTISARI

Penelitian ini bertujuan untuk (1) Mengetahui persepsi konsumen bayam terhadap kinerja bauran pemasaran di pasar Prawirotaman; (2) Mengkaji pengaruh bauran pemasaran dan karakteristik konsumen terhadap keputusan pembelian bayam di pasar Prawirotaman; (3) Mengkaji pengaruh bauran pemasaran yang dominan terhadap keputusan pembelian bayam di pasar Prawirotaman. Sebanyak 100 sampel konsumen dipilih secara *accidental sampling* dengan kriteria tertentu. Konsumen diminta memberikan penilaian terhadap bauran pemasaran (produk, harga, tempat, promosi, karakter pedagang, kondisi fisik pasar, dan proses). Hasil yang diperoleh dari analisis *one sample t-test* pada kinerja bauran pemasaran termasuk dalam kategori baik. Bauran pemasaran dan karakteristik konsumen yang mempengaruhi keputusan pembelian dianalisis dengan regresi linear berganda, hasilnya bauran pemasaran (produk, harga, tempat, karakter pedagang, kondisi fisik pasar, proses) dan karakteristik konsumen (tingkat pendidikan, jarak tempat tinggal) berpengaruh terhadap keputusan pembelian bayam di pasar Prawirotaman. Bauran kondisi fisik pasar diketahui memiliki pengaruh paling dominan terhadap keputusan pembelian bayam di pasar Prawirotaman.

Kata kunci: bauran pemasaran, keputusan pembelian, pasar tradisional

ABSTRACT

The aims of this research were (1) to find out consumer perceptions of spinach on the performance of the marketing mix in Prawirotaman market; (2) to study the influence of the marketing mix and consumer characteristics on the purchase decision of spinach in Prawirotaman market; (3) to study the influence of the dominant marketing mix on the purchase decision of spinach in Prawirotaman market. One hundred consumer samples were selected by accidental sampling with certain criteria. Consumers were given an assessment of the marketing mix (product, price, place, promotion, merchant character, physical market conditions, and processes). The research found out that (1) from one sample t-test analysis on the marketing mix performance, it was included in the good category; (2) the marketing mix and consumer characteristics that influence purchase decisions were analyzed by multiple linear regression, the results were that the marketing mix (product, price, place, merchant character, physical market conditions, processes) and consumer characteristics (level of education, distance of residence) were affected the purchase decisions of spinach in Prawirotaman market; (3) the mix of market physical conditions (physical evidence) had the most dominant influence on purchase decisions of spinach in Prawirotaman market.

Keywords: marketing mix, purchase decision, traditional market