

ABSTRAK

Tujuan penelitian ini dirancang untuk mengetahui: (1) Penerapan 7P (*product, price, place, promotion, people, process, dan physical evidence*) yang di terapkan oleh Pelapar, (2) Penilaian konsumen mengenai penerapan 7P (*product, price, place, promotion, people, process, dan physical evidence*) yang di terapkan oleh Pelapar.

Penelitian dilakukan dengan menentukan sampel menggunakan rumus Slovin, sehingga menghasilkan 80 orang. Selanjutnya sampel yang diambil menggunakan teknik *sampling accidental*. Uji validitas yang dihasilkan dinyatakan valid karena r hitung $>$ dari r table yaitu 0,220 dan uji reliabilitas menghasilkan r hitung sebesar 0,704 dimana $0,704 >$ dari 0,60.

Hasil penelitian dari sudut pandang pemilik Pelapar pada aspek *product* (3,80), *price* (4,00), *promotion* (3,50) dan *process* (3,33) kategori sangat baik, sedangkan aspek *place* (3,00), *people* (3,00) dan *physical evidence* (3,00) kategori baik. Hasil penelitian dari tanggapan konsumen Pelapar pada aspek *price* (3,28) dan *people* (3,27) kategori sangat baik, sedangkan pada aspek *product* (3,11), *place* (3,11), *promotion* (3,09) dan *process* (3,23) kategori baik, namun aspek *physical Evidence* (2,48) kategori kurang baik.

Kata Kunci : Penerapan 7P, Pelapar

ABSTRACT

The purpose of this study was designed to determine: (1) the application of the 7P (product, price, place, promotion, people, process, and physical evidence) applied by the Pelapar, (2) consumer assessment of the application of the 7P (product, price, place, promotion, people, process, and physical evidence) applied by the Pelapar.

The research was conducted by determining the sample using the Slovin formula, resulting in 80 people. Furthermore, samples were taken using accidental sampling technique. The resulting validity test is declared valid because $r \text{ count} > \text{from } r \text{ table}$ is 0.220 and the reliability test produces $r \text{ count}$ of 0.704 where $0.704 > \text{from } 0.60$.

The results of the research from the point of view of the owner of the hungry on the aspect of product (3.80), price (4.00), promotion (3.50) and process (3.33) are very good category, while the aspect of place (3.00), people (3.00) and physical evidence (3.00) in good category. The results of the research from hungry consumers' responses to aspects of price (3.28) and people (3.27) are in very good category, while in aspects of product (3.11), place (3.11), promotion (3.09) and process (3.23) is in good category, but the physical evidence aspect (2.48) is in poor category.

Keywords : Application of 7P, Pelapar