

## INTISARI

Penelitian ini bertujuan untuk (1) mengetahui kinerja bauran pemasaran sayur organik di supermarket Kota Semarang menurut konsumen, (2) mengetahui pengaruh bauran pemasaran terhadap keputusan pembelian sayur organik, dan (3) mengetahui faktor yang berpengaruh dominan terhadap keputusan pembelian sayur organik. Sampel penelitian sebanyak 80 konsumen dipilih secara *incidental sampling* dengan kriteria pernah membeli sayur organik di supermarket Kota Semarang dan minimal berusia 17 tahun. Data dikumpulkan dengan menggunakan kuesioner yang berisi penilaian konsumen terhadap bauran pemasaran sayur organik (produk, harga, tempat, promosi, orang, proses, dan bukti fisik). Kinerja bauran pemasaran dianalisis dengan menggunakan analisis deskriptif, sedangkan analisis pengaruh bauran pemasaran dan faktor yang paling dominan terhadap keputusan pembelian dilakukan dengan analisis regresi linear berganda. Hasil penelitian menunjukkan (1) kinerja bauran pemasaran sayur organik di supermarket Kota Semarang menurut konsumen termasuk dalam kategori tinggi, (2) produk, tempat, bukti fisik, dan pendapatan konsumen berpengaruh terhadap keputusan pembelian sayur organik, dan (3) bauran produk memiliki pengaruh yang paling dominan terhadap keputusan pembelian sayur organik di supermarket Kota Semarang.

Kata kunci: bauran pemasaran, keputusan pembelian, sayur organik, supermarket

## **ABSTRACT**

*The aims of this research were (1) to determine the performance of the marketing mix of organic vegetables at supermarkets in Semarang Municipality according to consumers, (2) to determine the influence of the marketing mix on the purchase decision of organic vegetables, (3) to determine the factor that has a dominant influence on the purchase decision of organic vegetables. Eighty respondents who were at least 17 years old and had shopped for organic vegetables at supermarkets in Semarang Municipality were selected by using incidental sampling method. The data were collected by using a questionnaire about consumers' assessment of organic vegetables' marketing mix (product, price, place, promotion, people, process, and physical evidence). The performance of the marketing mix was analyzed by using descriptive analysis. Meanwhile, the influence of the marketing mix and the dominant factor on purchase decision were analyzed by using multiple linear regression analysis. The result of the study showed that (1) the marketing mix performance of organic vegetables at supermarkets in Semarang Municipality was categorized in the high level; (2) the determinants of consumers' purchase decisions were product, place, physical evidence, and income; and (3) the product was the most dominant factor on purchase decision of organic vegetables at supermarkets in Semarang Municipality.*

*Keywords: marketing mix, purchase decision, organic vegetables, supermarket*