

ABSTRACT

The presence of competition in every industry compels manufacturers to continuously develop their businesses to enhance productivity and performance for better competition. In order to get new customers and win the competition, the yellow tofu shop needs to plan the right strategy. The analysis of the marketing mix and interest in the purchasing decisions of yellow tofu is a crucial necessity to confront competition among business entities. This research aims to determine the influence of the marketing mix and purchasing interest on purchasing decisions. This research aims to determine the influence of the marketing mix, purchasing interest on purchasing decisions. The research was conducted on yellow tofu customers in the city of Kediri. Observational, interview, and questionnaire methods were employed, with 180 respondents as consumers of yellow tofu, and the sampling was done accidentally. The research data were analyzed quantitatively and descriptively, processed using SMART PLS. The results of the study indicate that the 7P marketing mix variables (product, price, place, promotion, physical evidence, people, process) have a positive and significant direct impact on purchasing decisions. The 7P marketing mix also indirectly influences purchasing decisions through purchasing interest as a mediating variable. Purchasing interest has a positive and significant impact on purchasing decisions in the city of Kediri.

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

INTISARI

Dengan adanya persaingan dari setiap industri membuat produsen terus mengembangkan usahanya untuk dapat meningkatkan produktivitas serta kinerja dalam menghadapi persaingan lebih baik. Agar dapat memperoleh pelanggan baru dan memenangkan persaingan diperlukan perancangan strategi yang tepat oleh pihak toko tahu kuning. Analisis bauran pemasaran dan minat dalam keputusan pembelian tahu kuning suatu kebutuhan penting untuk menghadapi persaingan di antara para pelaku usaha. Penelitian ini bertujuan untuk mengetahui pengaruh bauran pemasaran, minat pembelian terhadap keputusan pembelian. Penelitian dilakukan pada pelanggan tahu kuning di Kota Kediri. Metode observasi, wawancara dan kuesioner sebanyak 180 responden konsumen tahu kuning dan pengambilan sampel dilakukan secara *accidental*. Data penelitian dianalisis secara kuantitatif dan deskriptif. Data diolah menggunakan SMART PLS. Hasil penelitian menunjukkan bahwa variabel bauran pemasaran 7P (produk, harga, tempat, promosi, bukti fisik, orang, proses) berpengaruh positif dan signifikan secara langsung terhadap keputusan pembelian. Bauran pemasaran 7P berpengaruh secara tidak langsung terhadap keputusan pembelian melalui minat beli sebagai variabel mediasi. Minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian di Kota Kediri.

Kunci: *Bauran Pemasaran, Minat Pembelian, Keputusan Pembelian*