

## INTISARI

Asilact adalah produk inovasi dari Gama Herbal yang dirancang untuk meningkatkan produksi ASI. Karena banyaknya pesaing produsen produk herbal, suatu perusahaan harus melakukan kegiatan pemasaran yang efektif untuk menghadapi persaingan dan mencapai tujuannya. Salah satunya adalah dengan menerapkan strategi pemasaran *marketing mix* 4P, yaitu *product*, *price*, *place*, dan *promotion*. Penelitian ini bertujuan untuk mengetahui pengaruh *marketing mix* 4P terhadap keputusan pembelian produk pelancar ASI herbal Asilact di wilayah DIY.

Penelitian ini menggunakan desain deskriptif kuantitatif dan dilaksanakan di wilayah DIY pada bulan Juni 2024 setelah memenuhi persetujuan etik oleh Komisi Etik Penelitian UGM. Data dikumpulkan melalui survei dengan instrumen penelitian berupa kuesioner yang menggunakan penilaian skala *Likert* dan telah diuji validitas kontennya. Sampel terdiri dari 30 ibu menyusui pengguna produk pelancar ASI herbal Asilact yang berdomisili di DIY dan dipilih dengan metode teknik *convenience sampling*. Kriteria inklusi meliputi kesediaan menjadi subjek penelitian dan pengguna produk Asilact, sedangkan kriteria eksklusinya adalah responden yang tidak menjawab kuesioner secara lengkap. Data yang diperoleh dianalisis secara deskriptif serta menggunakan regresi linear berganda, koefisien determinasi, uji statistik T, dan uji statistik F dengan bantuan perangkat lunak SPSS.

Hasil penelitian menunjukkan bahwa variabel produk, harga, dan tempat secara parsial tidak berpengaruh terhadap keputusan pembelian produk pelancar ASI herbal Asilact, yang dibuktikan dengan nilai signifikan  $t > 0,05$ . Namun, variabel promosi secara parsial berpengaruh signifikan terhadap keputusan pembelian produk pelancar ASI herbal Asilact, karena mendapatkan hasil nilai signifikan  $t < 0,05$ . Sedangkan variabel *marketing mix* 4P (*Product*, *Price*, *Place*, dan *Promotion*) secara simultan berpengaruh signifikan terhadap keputusan pembelian produk pelancar ASI herbal Asilact karena didapatkan nilai signifikan  $F < 0,05$ .

**Kata Kunci:** Asilact, *marketing mix*, keputusan pembelian

## **ABSTRACT**

*Asilact is an innovative product from Gama Herbal which is designed to increase breast milk production. However, due to the large number of competitors producing herbal products, a company must carry out effective marketing activities to face competition and achieve its goals. One way is to implement the 4P(Product, Price, Place, and Promotion) marketing mix strategy. Therefore, this research aims to determine the influence of the 4P marketing mix on purchasing decisions for the herbal breast milk booster product Asilact in the DIY area.*

*This research was designed using a quantitative descriptive method and was conducted in the Special Region of Yogyakarta in June, following ethical approval from the UGM Research Ethics Committee. Data were collected through a survey using a questionnaire with a Likert scale, which had been tested for content validity. The sample consisted of 30 breastfeeding mothers who used the herbal breast milk booster product Asilact in DIY, selected through convenience sampling. The inclusion criteria included willingness to participate in the study and being a user of the Asilact product, while the exclusion criterion was respondents who did not complete the questionnaire. The collected data were analyzed descriptively, as well as using multiple linear regression, the coefficient of determination, the T-test, and the F-test with the assistance of SPSS software.*

*The results of the research show that the product, price and place variables partially do not influence the decision to purchase the herbal breast milk booster product, Asilact, as evidenced by a significant t value  $>0.05$ . However, the promotion variable partially has a significant effect on the decision to purchase the herbal breast milk booster product, Asilact, because it obtained a significant value of t  $<0.05$ . Meanwhile, the 4P marketing mix variables (Product, Price, Place, and Promotion) simultaneously have a significant effect on the decision to purchase the herbal breast milk booster product, Asilact, because a significant F value  $<0.05$  was obtained.*

**Keywords:** *Asilact, marketing mix, purchasing decision*