

INTISARI

Penelitian ini merupakan penelitian deskriptif kuantitatif yang dilakukan di kedai Cheese Tea Inc. Gejayan yang berlokasi di Jl. Affandi No. 24B, Santren, Caturtunggal, Depok, Sleman, Daerah Istimewa Yogyakarta. Penelitian ini bertujuan untuk mengetahui pengaruh bauran pemasaran 4P terhadap minat beli masyarakat memilih Cheese Tea Inc. Gejayan. Penentuan sampel menggunakan teknik *insidental sampling* dengan jumlah 60 sampel. Pengumpulan data pada penelitian ini menggunakan kuesioner. Hasil data yang didapatkan diolah dengan *software* Microsoft Excell dan SPSS dengan uji regresi linier berganda.. Berdasarkan hasil analisis Uji T, variabel produk, harga, dan promosi berpengaruh positif terhadap minat beli, lokasi tidak berpengaruh terhadap minat beli pada Cheese Tea Inc. Gejayan. Berdasarkan analisis hasil Uji F, variabel bauran pemasaran secara simultan berpengaruh terhadap minat beli.

Kata kunci : Kuliner, Bisnis Waralaba, Bauran Pemasaran, Minat Beli

ABSTRACT

This research is a quantitative descriptive study conducted at Cheese Tea Inc. Gejayan located on Jl. Affandi No. 24B, Santren, Caturtunggal, Depok, Sleman, Special Region of Yogyakarta. This study aims to determine the effect of the marketing mix on people's buying interest in choosing Cheese Tea Inc. Gejayan. Determination of the sample using incidental sampling technique with a total of 60 samples. Data collection in this study using a questionnaire. The results of the data obtained were processed by Microsoft Excel software and SPSS with multiple linear regression tests. Based on the results of the T analysis, the variables of products, prices, and promotions show a positive effect on buying interest, location does not affect buying interest in Cheese Tea Inc. Gejayan. Based on the analysis of the results of the F Test, the marketing mix variables simultaneously affect the buying interest.

Keywords : Culinary, Franchise Business, Marketing Mix, Purchase Interest