

Abstrak

ABSTRAK

Penelitian ini bertujuan untuk mengukur pengaruh bauran pemasaran yang terdiri dari produk, harga, promosi, dan lokasi terhadap keputusan pembelian I See Milk di kompleks kopma UGM Yogyakarta secara parsial dan simultan.

Jenis penelitian ini menggunakan penelitian kuantitatif dan sifat penelitian menggunakan deskriptif. Populasi dalam penelitian ini adalah konsumen yang berkunjung ke outlet I See Milk kompleks kopma UGM selama 7 bulan, mulai juni 2019 - desember 2019 sebanyak 21.575 konsumen. Dari jumlah konsumen yang datang tersebut, didapatkan rata-rata konsumen yang berkunjung dan membeli sebesar 3082,14 orang/bulan. Teknik pengumpulan data yang digunakan adalah observasi, kuesioner, serta dokumentasi. Metode analisis data yang digunakan adalah regresi linier berganda dengan instrumen penelitian program SPSS versi 20.0 berdasarkan data dari kuesioner 97 responden terdapat uji data berupa uji validitas dan reliabilitas, uji asumsi klasik, analisis deskriptif, uji hipotesis, uji koefisien determinasi (R Square).

Hasil analisis data yang telah dilakukan menunjukkan bahwa produk (X1) memiliki pengaruh positif dan signifikan terhadap keputusan pembelian (Y) pada I See Milk di outlet kompleks kopma UGM, harga (X2) memiliki pengaruh positif dan signifikan terhadap keputusan pembelian (Y) pada I See Milk di outlet kompleks kopma UGM, promosi (X3) memiliki pengaruh positif dan tidak signifikan terhadap keputusan pembelian (Y) pada I See Milk di outlet kompleks kopma UGM, lokasi memiliki pengaruh positif dan tidak signifikan terhadap keputusan pembelian (Y) pada I See Milk di outlet kompleks kopma UGM, serta bauran pemasaran yang meliputi Produk (X1), Harga (X2), Promosi (X3), dan Lokasi (X4) secara bersama-sama (simultan) memiliki pengaruh positif dan signifikan terhadap keputusan pembelian (Y) pada I See Milk di outlet kompleks kopma UGM Yogyakarta

Kata Kunci: Bauran pemasaran, 4P (Produk, Harga, Promosi, Lokasi),
Keputusan Pembelian , I See Milk

Abstract

ABSTRACT

This research aims to measure the effect of the marketing mix consisting of products, prices, promotions and locations on the purchase decision of I See Milk in the KOPMA UGM Yogyakarta complex partially and simultaneously. This type of research uses quantitative research and the nature of research uses descriptive. The population in this study were consumers visiting the I See Milk outlet of the KOPMA UGM complex for 7 months, starting in June 2019 - December 2019 as many as 21,575 consumers. From the number of consumers who come, the average consumer who visits and buys those 3082 people each month. To collecting the data were used techniques there were observation, questionnaires, and documentation. The data analysis method used the multiple linear regression with SPSS version 20.0 research instruments based on data from 97 respondents there were data test in the form of validity and reliability test, classic assumption test, descriptive analysis, hypothesis test, and coefficient of determination test (R Square).

The results of data analysis that have been done shown that the product (X1) has a positive and significant influence on purchasing decisions (Y) at I See Milk at the KOPMA UGM complex outlet, price (X2) has a positive and significant influence on purchasing decisions (Y) on I See Milk at KOPMA UGM Complex Outlet, promotion (X3) has a positive and insignificant influence on purchasing decisions (Y) at I See Milk at KOPMA UGM Complex outlet, location has a positive and not significant effect on purchasing decisions (Y) on I See Milk at KOPMA UGM Complex Outlets, as well as marketing mix which includes Product (X1), Price (X2), Promotion (X3), and Location (X4) together (simultaneously) has a positive and significant influence on purchasing decisions (Y) at I See Milk at the KOPMA UGM Yogyakarta complex outlet.

Keywords: Marketing Mix, 4P (Product, Price, Promotion, Place), Decision to Purchase, I See Milk