

INTISARI

Dewasa ini, pasar persaingan losion anti nyamuk kian ketat, sehingga optimalisasi penerapan strategi bauran pemasaran perlu dilakukan agar Autan[®] tetap mendominasi pasar. Tujuan penelitian adalah mengetahui pengaruh bauran pemasaran terhadap keputusan pembelian produk losion anti nyamuk Autan[®] pada mahasiswa Universitas Gadjah Mada serta komponen bauran pemasaran yang paling berpengaruh.

Penelitian termasuk ke dalam penelitian asosiatif-kausal. Pengambilan data dilakukan pada bulan April 2015 dengan mengumpulkan data melalui kuesioner dengan skala Likert. Kuesioner diberikan kepada 400 responden mahasiswa UGM yang pernah menggunakan losion anti nyamuk Autan[®]. Analisis data dilakukan dengan regresi linier baik sederhana maupun berganda.

Berdasarkan analisis regresi sederhana, variabel produk, harga, dan distribusi secara parsial berpengaruh signifikan terhadap keputusan pembelian masing-masing sebesar 22,3%; 7,2%; dan 31,0%; sedangkan variabel promosi secara parsial tidak berpengaruh signifikan terhadap keputusan pembelian sebesar 0,2%. Berdasarkan analisis regresi linier berganda, variabel produk, harga, distribusi, dan promosi secara simultan berpengaruh signifikan terhadap keputusan pembelian sebesar 42,8%. Variabel distribusi paling berpengaruh terhadap keputusan pembelian dengan nilai koefisien sebesar 0,350; dibandingkan dengan variabel produk, harga, dan promosi yang masing-masing sebesar 0,205; 0,129; dan 0,030.

Kata kunci: bauran pemasaran, keputusan pembelian, Autan[®], mahasiswa

ABSTRACT

Nowadays, the market competition from anti mosquito lotion has become more tightly, so the optimalization from the application of marketing mix strategy needs to be done in order to keep Autan[®] dominate the market. The purpose of the study is to know the influence of the marketing mix on purchasing decision from Autan[®] anti mosquito lotion at Gadjah Mada University students and the most influential components of marketing mix.

The study is included into causal-associative study. Data retrieval is performed in April 2015 by collecting data through a questionnaire with Likert scale. A questionnaire given to 400 UGM respondents that ever used the Autan[®] anti mosquito lotion. Data analysis is performed with linear regression either simple or multiple.

Based on simple regression analysis, the variable of product, price, and distribution partially has significant influence to purchasing decisions with each value are 22.3%; 7.2%; and 31,0%. At the same time, the variable of promotion partially doesn't has significant influence to purchasing decisions with the value is 0,2%. Based on multiple linear regression analysis, the variable of product, price, distribution, and promotion simultaneously has significant influence to purchasing decision with the value is 42,8%. The variable of distrubution is the most influence on purchasing decision with the coefficient value is 0,350; compared to the variable of product, price, and promotion with each value are 0,205; 0,129; and 0.030.

Keywords: marketing mix, purchasing decision, Autan[®], student