PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

ABSTRAK

PENGARUH PERSEPSI KONSUMEN TENTANG *MARKETING MIX* TERHADAP PEMBELIAN ULANG

Studi Komparatif pada Konsumen yang Pernah Makan Burger di Stand Mister Burger dan Big Burger di Wonocatur dan Nologaten Yogyakarta

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Tujuan penelitian ini yaitu untuk mengetahui (1) adakah perbedaan *Marketing Mix* yang dilaksanakan Big Burger dan Mister Burger. 2) adakah perbedaan pembelian ulang Big Burger dan Mister Burger dari konsumen. 3) adakah pengaruh persepsi konsumen tentang *Marketing Mix* terhadap tingkat pembelian ulang pada Big Burger dan Mister Burger.

Penelitian ini dilkukan di Stand Mister Burger dan Big Burger Yogyakarta pada bulan November 2011 – Januari 2012. Populasinya semua konsumen Big Burger dan Mister Burger yang ada di daerah Wonocatur dan Nologaten Yogyakarta, sampel penelitian sejumlah 96 orang. Teknik pengambilan data menggunakan teknik kuesioner. Teknik analisis data yang digunakan adalah Uji Beda Dua Mean, Regresi Linier Berganda, Uji t dengan taraf signifikansi α = 0,05, Uji F dengan taraf signifikansi α = 0,05.

Hasil penelitian ini menunjukan bahwa 1) Nilai total rata-rata persepsi konsumen mengenai harga tempat, promosi, produk dari Big Burger Tinggi, nilai total rata-rata tingkat pembelian ulang yang dilakukan konsumen Big Burger cukup. Nilai total rata-rata persepsi konsumen mengenai harga dari Mister Burger "Sangat Tinggi, nilai total rata-rata tingkat nilai persepsi konsumen mengenai tempat, promosi, produk Mister Burger Tinggi, nilai total rata-rata tingkat pembelian ulang yang dilakukan konsumen Mister Burger "cukup". 2) Harga, Tempat, Promosi, serta Produk secara bersama-sama berpengaruh terhadap

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

pembelian ulang Big Burger $F_{hitung} > F_{tabel}$ (3,704 > 2,489). Sedangkan untuk variabel Big Burger secara parsial menunjukan bahwa haga tidak berpengaruh terhadap pembelian ulang $t_{hitung} < t_{tabel}$ (1,735 < 1,960), tempat tidak berpengaruh terhadap pembelian ulang $t_{hitung} < t_{tabel}$ (0,903 < 1,960), promosi tidak berpengaruh terhadap pembelian ulang $t_{hitung} < t_{tabel}$ (-0,286 < 1,960), produk berpengaruh terhadap pembelian ulang $t_{hitung} > t_{tabel}$ (2,122 > 1,960). Sedangkan untuk variabel Mister Burger secara parsial menunjukan bahwa harga berpengaruh terhadap pembelian ulang $t_{hitung} > t_{tabel}$ (2,161 > 1,960), tempat tidak berpengaruh terhadap pembelian ulang $t_{hitung} < t_{tabel}$ (0,211 < 1,960), promosi berpengaruh terhadap pembelian ulang $t_{hitung} > t_{tabel}$ (2,284 > 1,960), produk berpengaruh terhadap pembelian ulang $t_{hitung} > t_{tabel}$ (2,600 > 1,960).

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

ABSTRACT

THE INFLUENCE OF CONSUMERS' PERCEPTION ON MARKETING MIX FORWARDS REPEAT PURCHASE

A Comparative Study between Mister Burger's and Big Burger's Consumers at Customer Repeat Purchase Wonocatur and Nologaten Yogyakarta

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The purposes of this study are to know 1) whether or not there was Marketing Mix difference conducted by Mister Burger and Big Burger 2) whether or not there was repeat purchase difference between Mister Burger's and Big Burger's consumers 3) whether or not there was influence consumers' perception on Marketing Mix to the repeat purchase level of Mister Burger and Big Burger.

The study was held in Mister Burger and Big Burger stalls in Yogyakarta on November 2011-December 2012. There were ninety six Mister Burger's and Big Burger's consumers who become the sample of this study. In this study, questionnaire was used as data gathering technique. Moreover, data analysis techniques used in this study were two different means test, multiple linear regression, t test with significance level $\alpha = 0.05$, F test with significance level $\alpha = 0.05$.

The results of this study showed that 1) the total average score of consumers' perception about the place, price, promotion, and product of Big Burger was high. Meanwhile, the average score of re-purchasing level done by Big Burger's consumers was sufficient. Furthermore, the average score of consumers' perception about the price of Mister Burger was very high. However, it was high in the place, promotion, and product of Mister Burger. Besides, the average score of repeat purchase done by Mister Burger's consumers was sufficient. 2) The price, place, promotion, and product simultaneously influenced Big Burger repeat purchase shown by $F_{count} > F_{table}$ (3,704 > 2,489). While in Big Burger variable, it partially showed that the price had no influence to the repeat purchase shown by $t_{count} < t_{table}$ (1,735 < 1,960), the place did not influence the repeat purchase shown by $t_{count} < t_{table}$ (0,903 < 1,960), the promotion had no effect to the repeat purchase shown by $t_{count} > t_{table}$ (-0,286 < 1,960), but the product had an influence to the repeat purchase shown by $t_{count} > t_{table}$ (2,122 > 1,960). Moreover, for Mister Burger variable, it partially showed that the price had an influence to the repeat purchase $t_{count} > tt_{able}$ (2,161 > 1,960), the place had no effect to the repeat purchase shown by $t_{count} < t_{table}$ (0,211 < 1,960), the promotion influenced the repeat purchase shown by $t_{count} > t_{table}$ (2,284 > 1,960), and the product infread to the repeat purchase shown by $t_{count} > t_{table}$ (2,600 > 1,960).