

ABSTRAK

HUBUNGAN ANTARA BAURAN PEMASARAN (PRODUK, HARGA, TEMPAT, DAN PROMOSI) DENGAN MINAT BELI KONSUMEN KERAJINAN BAMBU DUSUN BRAJAN SENDANGAGUNG

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Penelitian ini bertujuan untuk mengetahui hubungan antara: (1) Produk dengan minat beli konsumen kerajinan bambu Dusun Brajan Sendangagung.; (2) Harga dengan minat beli konsumen kerajinan bambu Dusun Brajan Sendangagung; (3) Tempat dengan minat beli konsumen kerajinan bambu Dusun Brajan Sendangagung; (4) Promosi dengan minat beli konsumen kerajinan bambu Dusun Brajan Sendangagung.

Jenis penelitian ini merupakan penelitian studi kasus yang dilaksanakan pada bulan September 2017 sampai dengan Oktober 2017. Sampel sebanyak 90 responden diambil dengan teknik *nonprobability sampling*. Data dikumpulkan dengan menggunakan kuesioner dan wawancara, serta dianalisis dengan menggunakan teknik analisis deskriptif dan analisis korelasi Spearman.

Hasil penelitian menunjukkan bahwa: (1) Produk berhubungan dengan minat beli konsumen kerajinan bambu Dusun Brajan (*Sig. (2-tailed)* = 0,0 < α = 0,05; (2) Harga berhubungan dengan minat beli konsumen kerajinan bambu Dusun Brajan (*Sig. (2-tailed)* = 0,004 < α = 0,05; (3) Tempat berhubungan dengan minat beli konsumen kerajinan bambu Dusun Brajan (*Sig. (2-tailed)* = 0,0 < α = 0,05; (4) Promosi berhubungan dengan minat beli konsumen kerajinan bambu Dusun Brajan (*Sig. (2-tailed)* = 0,0 < α = 0,05.

Kata Kunci: Bauran Pemasaran, Minat Beli

ABSTRACT

THE CORRELATION BETWEEN MARKETING MIX (PRODUCT, PRICE, PLACE, AND PROMOTION) AND BUYING INTEREST OF CONSUMERS FOR BAMBOO ART FROM BRAJAN SENDANGAGUNG VILLAGE

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The aims of this research are finding out the correlation between : (1) product and buying interest of consumers for bamboo art from Brajan Sendangagung Village; (2) price and buying interest of consumers for bamboo art from Brajan Sendangagung Village; (3) place and buying interest of consumers for bamboo art from Brajan Sendangagung Village; (4) promotion and buying interest of consumers for bamboo art from Brajan Sendangagung Village.

This research is a case study that has already done from September 2017 until October 2017. The samples of this research were 90 respondents taken by nonprobability sampling technique. Data were collected by questionnaires and interviews. Data analysis techniques were descriptive analysis technique and Spearman's correlation analysis.

The results show that: (1) there are correlation between products and buying interest of consumers for bamboo art from Brajan Sendangagung Village (Sig. (2-tailed) = 0,0 < α = 0,05; (2) there are correlation between prices and buying interest of consumers for bamboo art from Brajan Sendangagung Village (Sig. (2-tailed) = 0,004 < α = 0,05; (3)) there are correlation between places and buying interest of consumers for bamboo art from Brajan Sendangagung Village (Sig. (2-tailed) = 0,0 < α = 0,05; (4) there are correlation between promotions and buying interest of consumers for bamboo art from Brajan Sendangagung Village (Sig. (2-tailed) = 0,0 < α = 0,05.

Keyword : Marketing Mix, Buying Interest