

ABSTRAK
PENGARUH BAURAN PEMASARAN TERHADAP MINAT BELI
KONSUMEN PADA MATAHARI DEPARTMENT STORE
MAGELANG

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Penelitian ini bertujuan untuk mengetahui (1) Untuk mengetahui pengaruh kualitas produk, harga, distribusi, dan promosi secara simultan terhadap minat beli konsumen, (2) pengaruh kualitas produk secara parsial terhadap minat beli konsumen, (3) pengaruh harga secara parsial terhadap minat beli konsumen, (4) pengaruh distribusi secara parsial terhadap minat beli konsumen, (5) pengaruh promosi secara parsial terhadap minat beli pada Matahari Department Store. Populasi dalam penelitian ini adalah konsumen Matahari Department Store yang pernah berbelanja minimal satu kali. Teknik pengambilan sampel menggunakan *Purposive Sampling*. Data penelitian diperoleh dengan cara membagikan kuesioner kepada 100 responden. Penelitian ini menggunakan teknik Analisis Regresi Linear Berganda menggunakan aplikasi IBM SPSS Statistik 22. Hasil penelitian menunjukkan bahwa kualitas produk, harga, distribusi, dan promosi berpengaruh secara simultan terhadap minat beli konsumen. Pada uji pengaruh parsial hanya kualitas produk yang menunjukkan adanya pengaruh signifikan terhadap minat beli konsumen, sedangkan variabel harga, distribusi, dan promosi tidak berpengaruh signifikan terhadap variabel dependen dalam penelitian ini.

Kata kunci : Kualitas Produk, Harga, Distribusi, Promosi

ABSTRACT

**THE INFLUENCE OF THE MARKETING MIX ON BUYING INTEREST
CONSUMERS AT MATAHARI DEPARTMENT STORE
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This study aims to determine (1) to determine the effect of product quality, price, distribution, and promotion simultaneously on consumer buying interest, (2) partial effect of product quality on consumer buying interest, (3) partial effect of price on buying interest consumers, (4) partial effect of distribution on consumer buying interest, (5) partial effect of promotion on buying interest at Matahari Department Store. The population in this study are Matahari Department Store consumers who have shopped at least once. The sampling technique used was purposive sampling. Research data was obtained by distributing questionnaires to 100 respondents. This study uses the Multiple Linear Regression Analysis technique using the IBM SPSS Statistics 22 application. The results show that product quality, price, distribution, and promotion simultaneously affected consumer buying interest. In the partial effect test, only product quality shows a significant effect on consumer buying interest, while price, distribution, and promotion variables have no significant effect on the dependent variable in this study.

Keywords: Product Quality, Price, Distribution, Promotion