

ABSTRAK

PENGARUH STRATEGI *MARKETING MIX*: *PRODUCT, PRICE, PROMOTION, PLACE (4P)* TERHADAP MINAT BELI ULANG KONSUMEN

Studi Kasus pada Toko MJ Pakan Ternak Magelang

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Penelitian ini bertujuan untuk mengetahui: (1) bagaimana persepsi konsumen terhadap *marketing mix* Toko MJ Pakan Ternak, (2) bagaimana minat beli ulang konsumen Toko MJ Pakan Ternak, (3) bagaimana pengaruh *marketing mix* terhadap minat beli ulang konsumen Toko MJ Pakan Ternak. Populasi dalam penelitian ini adalah konsumen Toko MJ Pakan Ternak. Teknik Pengambilan Sampel adalah *non probability sampling*, data diperoleh dengan membagikan kuesioner kepada 50 responden. Uji instrumen menggunakan uji validitas dan reliabilitas. Teknik analisis data menggunakan regresi linear berganda.

Hasil penelitian menunjukkan bahwa (1) persepsi konsumen terhadap *marketing mix* Toko MJ Pakan Ternak adalah layak, lengkap, dan cocok untuk peliharaan. (2) konsumen memiliki keinginan untuk melakukan minat beli ulang. (3) *marketing mix* berpengaruh positif signifikan terhadap minat beli ulang konsumen Toko MJ Pakan Ternak.

Kata kunci: produk, harga, promosi, tempat, minat beli ulang.

ABSTRACT
THE INFLUENCE OF MARKETING MIX:
PRODUCT, PRICE, PROMOTION, PLACE (4P) ON REPURCHASE INTEREST
Case Study At MJ Pakan Ternak Shop Magelang

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This study aims to find out: (1) how consumers perceptions on MJ Pakan Ternak marketing mix, (2) how consumers repurchase interest on MJ Pakan Ternak, (3) how marketing mix influences consumers repurchase interest on MJ Pakan Ternak. The population in this study were MJ Pakan Ternak consumers. The sampling used in this study was non probability sampling. The data was obtained by a questionnaire to 50 MJ Pakan Ternak consumers. The instrument test used in this study were validity and reliability test. The analysis data used in this study was multiple linear regression.

The results of this study indicate that (1) consumers perceptions on MJ Pakan Ternak marketing mix are worthy, complete and suitable for pets. (2) consumers have interest to do repurchase interest on MJ Pakan Ternak. (3) marketing mix positively and significantly influenced consumers repurchase interest.

Keywords: product, price, promotion, place, repurchase interest.

