

ABSTRAK

**PENGARUH MARKETING MIX 7P TERHADAP PENGAMBILAN
KEPUTUSAN KONSUMEN PADA RUMAH DIVA**

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Tujuan dari penelitian ini untuk mengetahui : 1) pengaruh produk terhadap pengambilan keputusan (2) pengaruh harga terhadap pengambilan keputusan (3) pengaruh promosi terhadap pengambilan keputusan (4) pengaruh lokasi terhadap pengambilan keputusan (5) pengaruh orang terhadap pengambilan keputusan (6) pengaruh proses terhadap pengambilan keputusan (7) pengaruh bukti fisik terhadap pengambilan keputusan. Populasi dalam penelitian ini adalah penghuni Rumah Diva. Teknik pengambilan sampel menggunakan *sampling* jenuh, data yang diperoleh dengan membagikan kuesioner kepada 80 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, analisis regresi linier berganda dan pengujian hipotesis dengan menggunakan aplikasi IBM SPSS *Statistic* versi 25. Hasil dari penelitian ini adalah : 1) produk tidak berpengaruh terhadap pengambilan keputusan (2) harga berpengaruh terhadap pengambilan keputusan (3) lokasi berpengaruh terhadap pengambilan keputusan (4) promosi tidak berpengaruh terhadap pengambilan keputusan (5) orang berpengaruh terhadap pengambilan keputusan (6) proses berpengaruh terhadap pengambilan keputusan (7) bukti fisik tidak berpengaruh terhadap pengambilan keputusan.

Kata Kunci : *Marketing Mix 7P*, Pengambilan Keputusan

ABSTRACT

THE EFFECT OF MARKETING MIX 7P ON CONSUMER DECISION MAKING AT DIVA HOUSE

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The purpose of this study was to find out: 1) the effect of product on decision making (2) the effect of price on decision making (3) the effect of promotion on decision making (4) the effect of location on decision making (5) the influence of people on decision making (6) the influence of process on decision making (7) the effect of physical evidence on decision making. The population in this study are the residents of Diva's House. The sampling technique used sampling, the data obtained by distributing questionnaires to 80 respondents. Data analysis techniques in this study were descriptive analysis, classical assumption test, multiple linear regression analysis and hypothesis testing using the IBM SPSS Statistics application version 25. The results of this study were: 1) product variables did not affect decision making (2) price variables influenced decision making (3) location had an effect on decision making (4) variables had no effect on decision making (5) people variables had an effect on decision making (6) process variables had had an effect on decision making (7) physical evidence variables had no influence on decision making.

Keywords: Marketing Mix 7P, Decision Making