

ABSTRAK

PENGARUH BAURAN PEMASARAN TERHADAP KEPUTUSAN PEMBELIAN UMKM WARUNG MIE AYAM DAN BAKSO KEDAI TATA KEDIRI

Nandito Nicolous Sukandar

Program Studi Manajemen

Fakultas Ekonomi

Universitas Sanata Dharma

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Penelitian ini bertujuan untuk mengetahui pengaruh bauran pemasaran (price, product, place, promotion, physical evidence, process, people, customer service) terhadap keputusan pembelian di warung mie ayam dan bakso Kedai Tata Kediri. Teknik pengambilan sampel pada penelitian ini menggunakan non probability dengan metode purposive sampling. Sampel dalam penelitian ini adalah pelanggan warung mie ayam dan bakso Kedai Tata Kediri. Pengumpulan data menggunakan kuesioner yang disebar secara langsung kepada pelanggan warung makan mie ayam dan bakso Kedai Tata Kediri sebanyak 110 responden, penelitian ini menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, dan analisis data menggunakan regresi linear berganda dengan menggunakan software SPSS 25. Hasil penelitian diketahui sebagai berikut: (1) price berpengaruh terhadap keputusan pembelian di warung mie ayam dan bakso Kedai Tata Kediri, (2) product berpengaruh terhadap keputusan pembelian di warung mie ayam dan bakso Kedai Tata Kediri, (3) place berpengaruh terhadap keputusan pembelian di warung mie ayam dan bakso Kedai Tata Kediri, (4) promotion berpengaruh terhadap keputusan pembelian di warung mie ayam dan bakso Kedai Tata Kediri, (5) physical evidence berpengaruh terhadap keputusan pembelian di warung mie ayam dan bakso Kedai Tata Kediri, (6) process berpengaruh terhadap keputusan pembelian di warung mie ayam dan bakso Kedai Tata Kediri, (7) people berpengaruh terhadap keputusan pembelian di warung mie ayam dan bakso Kedai Tata Kediri, (8) customer service berpengaruh terhadap keputusan pembelian di warung mie ayam dan bakso Kedai Tata Kediri.

Kata Kunci : price, product, place, promotion, physical evidence, process, people, customer service, keputusan pembelian.

ABSTRACT

THE INFLUENCE OF MARKETING MIX ON THE PURCHASING DECISION OF UMKM MIE AYAM AND BAKSO KEDAI TATA KEDIRI

Nandito Nicolous Sukandar

Program Studi Manajemen

Fakultas Ekonomi

Universitas Sanata Dharma

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This study aims to determine the effect of (price, product, place, promotion, physical evidence, process, people, customer service) on the purchasing decision of Mie Ayam and Bakso Kedai Tata Kediri. The sampling technique in this study uses a nonprobability purposive sampling method. The sample in this study consists of customers of Mie Ayam and Bakso Kedai Tata Kediri. Data collection was conducted using questionnaires distributed directly to 110, this study uses validity testing, reliability testing, classical assumption testing, and data analysis was performed using multiple linear regression with SPSS 25 software. The results of the study indicate the following: (1) price has an effect on purchasing decisions at Mie Ayam and Bakso Kedai Tata Kediri, (2) product has an effect on purchasing decisions at Mie Ayam and Bakso Kedai Tata Kediri, (3) place has an effect on purchasing decisions at Mie Ayam and Bakso Kedai Tata Kediri, (4) promotion has an effect on purchasing decisions at Mie Ayam and Bakso Kedai Tata Kediri, (5) physical evidence has an effect on purchasing decisions at Mie Ayam and Bakso Kedai Tata Kediri, (6) process has an effect on purchasing decisions at Mie Ayam and Bakso Kedai Tata Kediri, (7) people have an effect on purchasing decisions at Mie Ayam and Bakso Kedai Tata Kediri, (8) customer service has an effect on purchasing decisions at Mie Ayam and Bakso Kedai Tata Kediri.

keywords: price, product, place, promotion, physical evidence, process, people, customer service, keputusan pembelian