

ABSTRAK

Skripsi dengan judul “Pengaruh Produk, Harga, Promosi, Lokasi, Orang, Proses, Bukti Fisik Terhadap Keputusan Sewa Kamera (Studi Kasus Ocamera Tulungagung)” ini ditulis oleh Gede Putra Yurangga, NIM. 1742143106, jurusan Ekonomi Syariah dengan pembimbing Dyah Pravitasari, S.E, M.S.

Konsep bisnis dibidang industri maupun jasa saat ini semakin beraneka macam, mulai dari benda yang bergerak hingga yang tidak bergerak. Salah satu bisnis jasa sewa yang ada saat ini adalah persewaan kamera. Jenis – jenis kamera yang biasa disewakan biasanya kamera aksi, DSLR dan kamera shooting kebutuhan film. Meningkatkan strategi pemasaran menjadi prioritas utama bagi perusahaan agar tetap dapat bersaing di dunia bisnis yang semakin berkembang pesat, sehingga perusahaan di tuntut untuk mempertahankan dan meningkatkan kualitas produk ataupun layanan. Maka strategi marketing mix 7p digunakan menganalisis apasaja yang dapat mempengaruhi keputusan pembelian pada sebuah jasa.

Rumusan masalah dalam penelitian ini adalah Apakah produk berpengaruh terhadap keputusan sewa kamera di Ocamera Tulungagung? Apakah harga berpengaruh terhadap keputusan sewa kamera di Ocamera Tulungagung? Apakah promosi berpengaruh terhadap keputusan sewa kamera di Ocamera Tulungagung? Apakah lokasi berpengaruh terhadap keputusan sewa kamera di Ocamera Tulungagung? Apakah orang berpengaruh terhadap keputusan sewa kamera di Ocamera Tulungagung? Apakah proses berpengaruh terhadap keputusan sewa kamera di Ocamera Tulungagung? Apakah bukti fisik berpengaruh terhadap keputusan sewa kamera di Ocamera Tulungagung? Apakah produk, harga, promosi, lokasi, orang, proses dan bukti fisik bersama-sama mempengaruhi pada keputusan sewa kamera di Ocamera Tulungagung?

Dalam penelitian ini menggunakan metode kuantitatif jenis asosiatif. teknik pengambilan sampel yang digunakan adalah konsumen yang pernah melakukan transaksi sewa di Ocamera yang digunakan adalah *simple random sampling* diperoleh 100 responden sebagai sampel. kala pengukuran yang digunakan yaitu skala likert. Analisis data yang digunakan meliputi: uji kualitas data yaitu uji validitas dan uji reliabilitas, uji asumsi klasik meliputi uji multikolinieritas dan uji heteroskedastisitas, uji normalitas, uji regresi linier berganda, koefisien determinasi, dan uji hipotesis yaitu uji t, uji F.

Hasil peneliti ini menunjukkan bahwa, (1) Hasil pengujian hipotesis pertama dari produk berpengaruh positif signifikan terhadap keputusan sewa kamera di Ocamera Tulungagung, (2) Hasil pengujian hipotesis kedua dari harga berpengaruh positif signifikan terhadap keputusan sewa kamera di Ocamera Tulungagung, (3) Hasil pengujian hipotesis ketiga dari promosi berpengaruh positif signifikan terhadap keputusan sewa kamera di Ocamera Tulungagung, (4) Hasil pengujian hipotesis empat dari lokasi berpengaruh positif signifikan terhadap keputusan sewa kamera di Ocamera Tulungagung, (5) Hasil pengujian hipotesis kelima dari orang berpengaruh positif signifikan terhadap keputusan sewa kamera di Ocamera Tulungagung, (6) Hasil pengujian hipotesis enam dari proses berpengaruh positif signifikan terhadap keputusan sewa kamera di Ocamera Tulungagung, (7) Hasil pengujian hipotesis ketujuh dari bukti fisik berpengaruh positif signifikan terhadap keputusan sewa kamera di Ocamera Tulungagung, (8) Hasil pengujian hipotesis delapan dari produk, harga, promosi, lokasi, orang, proses dan bukti fisik bersama-sama mempengaruhi positif signifikan pada keputusan sewa kamera di Ocamera Tulungagung.

Agka *Adjusted R Square* sebesar 0,494. Menunjukkan bahwa 49,4% variasi dari keputusan sewa bisa dijelaskan oleh variasi dari Produk, Harga, Promosi, Lokasi, Orang, Proses, Bukti Fisik . Sedangkan sisanya 50,6% dijelaskan oleh sebab-sebab lain yang diteliti dalm penelitian ini.

Kata kunci : Produk, Harga, Promosi, Lokasi, Orang, Proses, Bukti Fisik, Keputusan Sewa.

ABSTRACT

Thesis with the title "Effect of Product, Price, Promotion, Location, People, Process, Physical Evidence on Camera Rental Decisions (Ocamera Tulungagung Case Study)" was written by Gede Putra Yurangga, NIM. 1742143106, majoring in Sharia Economics with supervisor Dyah Pravitasari, S.E, M.S.

The concept of business in the field of industry and service is currently increasingly diverse, ranging from moving objects to those that do not move. One of the rental service businesses that exist today is camera rental. The types of cameras that are usually leased are usually action cameras, DSLRs, and shooting cameras for film needs. Improving marketing strategies is a top priority for companies to remain competitive in the rapidly developing business world, so companies are required to maintain and improve the quality of products or services. Then the 7p marketing mix strategy is used to analyze anything that can influence purchasing decisions on service.

The formulation of the problem in this study is whether the product influences the camera rental decision at Ocamera Tulungagung? Does the price affect the camera rental decision at Ocamera Tulungagung? Does promotion affect the camera rental decision at Ocamera Tulungagung? Does the location influence the camera rental decision at Ocamera Tulungagung? Does anyone influence the camera rental decision at Ocamera Tulungagung? Does the process influence the camera rental decision at Ocamera Tulungagung? Does physical evidence influence the camera rental decision at Ocamera Tulungagung? Do the products, prices, promotions, locations, people, processes and physical evidence together influence the camera rental decision at Ocamera Tulungagung?

In this study using quantitative methods associative type. The sampling technique used is that consumers who have made rental transactions at Ocamera used are simple random sampling obtained by 100 respondents as samples. when the measurement used is the Likert scale. Analysis of the data used includes data quality tests namely validity and reliability tests, classic assumption tests include multicollinearity and heteroscedasticity tests, normality tests, multiple linear regression tests, coefficient of determination, and hypothesis tests namely t-test, F test.

The results of this research show that, (1) The results of testing the first hypothesis of the product have a significant positive effect on camera rental decisions at Ocamera Tulungagung, (2) The results of testing the second hypothesis of prices have a significant positive effect on camera rental decisions at Ocamera Tulungagung, (3) Results the third hypothesis testing of the promotion has a significant positive effect on camera rental decisions at Ocamera Tulungagung, (4) The results of hypothesis testing four of the locations have a significant positive effect on camera rental decisions at Ocamera Tulungagung, (5) The results of the fifth hypothesis testing of people have a significant positive effect on decisions camera rental at Ocamera Tulungagung, (6) The results of hypothesis testing six of the processes have a significant positive effect on camera rental decisions at Ocamera Tulungagung, (7) The results of hypothesis testing towards physical evidence have a significant positive effect on camera rental decisions at Ocamera Tulungagung, (8) Testing results The eight hypotheses of product, price, promotion, location, people, process and physical evidence together have a significant positive effect on camera rental decisions at Ocamera Tulungagung.

Figures Adjusted R Square of 0.494. Pointing out that 49.4% of variations of rental decisions can be considered by variations of Product, Price, Promotion, Location, People, Process, Physical Proof. While the remaining 50.6% was approved by other reasons needed in this study.

Keywords: Product, Price, Promotion, Location, People, Process, Physical Evidence, Rental Decisions.