

ABSTRAK

Skripsi dengan judul “Pengaruh Bauran Pemasaran Terhadap Minat Beli Konsumen di Toko Amy Collection Tulungagung” ini ditulis oleh Reni Fuji Rahayu, NIM 17402163027, Fakultas Ekonomi dan Bisnis Islam, Jurusan Ekonomi Syariah, Institut Agama Islam Negeri Tulungagung yang dibimbing oleh Dr. H. Mashudi, M.Pd.I.

Penelitian ini dilatar belakangi oleh banyaknya produk tas, dompet, sandal/sepatu yang selalu dikeluarkan dengan berbagai macam desain atau warna agar selalu di minati oleh banyak konsumen. Tetapi untuk produk yang berbahan rajut masih jarang di minati konsumen bahkan tidak banyak toko yang menjual berbagai macam aksesoris wanita berbahan rajut. Hal ini membuat para pengusaha di bidang aksesoris rajut berlomba-lomba menawarkan produk terbaik mereka. Strategi bauran pemasaran sangat penting dilakukan oleh toko Amy Collection Tulungagung untuk menarik minat beli konsumen sehingga toko Amy Collection Tulungagung dapat bersaing dengan produk aksesoris lainnya.

Rumusan masalah dalam penelitian ini adalah (1) Apakah produk berpengaruh signifikan terhadap minat beli konsumen di Toko Amy Collection Tulungagung? (2) Apakah harga berpengaruh signifikan terhadap minat beli konsumen di Toko Amy Collection Tulungagung? (3) Apakah tempat berpengaruh signifikan terhadap minat beli konsumen di Toko Amy Collection Tulungagung? (4) Apakah promosi berpengaruh signifikan terhadap minat beli konsumen di Toko Amy Collection Tulungagung? (5) Apakah produk, harga, tempat, dan promosi secara bersama-sama berpengaruh signifikan terhadap minat beli konsumen di Toko Amy Collection Tulungagung?

Penelitian ini menggunakan metode penelitian kuantitatif dengan jenis penelitian asosiatif. Teknik yang digunakan dalam penelitian ini adalah *Simple Random Sampling*. Sampel penelitiannya sebanyak 70 responden. Metode analisis dalam penelitian ini adalah uji validitas, uji reliabilitas, uji normalitas, uji multikolinieritas, uji heterokedastisitas, uji regresi linier berganda, uji hipotesis, dan uji koefisien dterminasi.

Hasil penelitian ini menunjukkan bahwa: (1) Produk berpengaruh signifikan terhadap minat beli konsumen di Toko Amy Collection Tulungagung (2) Harga berpengaruh signifikan terhadap minat beli konsumen di Toko Amy Collection Tulungagung (3) Tempat tidak berpengaruh signifikan terhadap minat beli konsumen di Toko Amy Collection Tulungagung (4) Promosi berpengaruh signifikan terhadap minat beli konsumen di Toko Amy Collection Tulungagung (5) Produk, Harga, Tempat, dan Promosi berpengaruh signifikan terhadap minat beli konsumen di Toko Amy Collection Tulungagung.

Kata Kunci : Produk, Harga, Tempat, Promosi, dan Minat Beli

ABSTRACT

Thesis entitled “The Influence of Marketing Mix on Buying Interest of Consumers at Amy Collection Tulungagung Store” was written by Reni Fuji Rahayu, NIM. 17402163027. Faculty of Economics and Islamic Business, Departement of Shariah Economics, Tulungagung State Islamic Institute guide by Dr. H. Mashudi, M. Pd.I.

Research in this thesis is motivated by many products of bags, wallets, sandals or shoes always come out with various designs or colors so that they are always in the interest of many consumers. But for products made from knitting, consumers are still rarely interested in even not many shops that sell various kinds of women’s accessories made from knitting. This make the entrepreneurs in the field knitting accessories competition to offer their best products. Marketing mix strategy is very important to be done by Amy Collection Tulungagung store to attract consumers buying interest so store Amy Collection Tulungagung can compete with other accessories product.

The formulation of problem in this study is (1) Dose the product have a significant effect on the buying interest of consumers at Amy Collection Tulungagung store? (2) Dose the price have a significant effect on the buying interest of consumers at Amy Collection Tulungagung store? (3) Dose the place have a significant effect on the buying interest of consumers at Amy Collection Tulungagung store? (4) Dose the promotion have a significant effect on the buying interest of consumers at Amy Collection Tulungagung store? (5) Do products, prices, places, and promotions together have a significant effect on the buying interest of consumers at Amy Collection Tulungagung store?.

This research uses quantitative research method with associative research type. The technique used in this research is Simple Random Sampling. The sample of research is 70 respondents. The method of analysis in this research is the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linier regression test, hypothesis testing and as well as the coefficient of determination.

The result of this research indicate that: (1) the product has a significant effect on the buying interest of consumers at Amy Collection Tulungagung store, (2) the price has a significant effect on the buying interest of consumers at Amy Collection Tulungagung store, (3) the place insignificant effect on the buying interest of consumers at Amy Collection Tulungagung store, (4) the promotion has a significant effect on the buying interest of consumers at Amy Collection Tulungagung store, (5) product, price, place, and promotion have a significant effect on the buying interest of consumers at Amy Collection Tulungagung store

Keywords: *Product, Price, Place, Promotion, and Buying Interest.*