

ABSTRAK

Skripsi yang berjudul “Implementasi *Marketing Mix* Dalam Meningkatkan Jumlah Pelanggan pada Usaha Jasa New T.T Laundry Desa Tanjungtani, Kecamatan Prambon, Kabupaten Nganjuk” ditulis oleh Putri Arum Pujining Tyas, NIM 12405183083, Program Studi Manajemen dan Bisnis Syariah, Fakultas Ekonomi dan Bisnis, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, pembimbing Dr. Ahmad Muhtadi Anshor, M.Ag.

Penelitian ini dilatarbelakangi oleh *marketing mix* yang dibutuhkan dalam menganalisa suatu bisnis usaha. Karena dengan menerapkan *marketing mix* mampu meningkatkan jumlah pelanggan. Usaha jasa New T.T laundry telah menerapkan strategi tersebut, sehingga usahanya dapat berjalan dengan efektif dan mampu meningkatkan jumlah pelanggan.

Rumusan masalah pada penelitian ini adalah : (1) Apa upaya usaha jasa New T.T Laundry Desa Tanjungtani Kecamatan Prambon Kabupaten Nganjuk dalam memasarkan jasanya sehingga dapat menarik minat masyarakat untuk menggunakan jasanya (2) Bagaimana implementasi penerapan strategi *marketing mix* pada usaha jasa New T.T Laundry Desa Tanjungtani Kecamatan Prambon Kabupaten Nganjuk (3) Apa upaya usaha jasa New T.T Laundry Desa Tanjungtani Kecamatan Prambon Kabupaten Nganjuk dalam mempertahankan pelanggan.

Jenis metode penelitian yang digunakan dalam penelitian ini adalah pendekatan kualitatif. Lokasi penelitian yang saya pilih adalah Usaha Jasa New T.T Laundry Desa Tanjungtani, Kecamatan Prambon, Kabupaten Nganjuk. Teknik pengumpulan data yang telah dilakukan meliputi wawancara dan dokumentasi. Teknik analisis data yang digunakan adalah reduksi data, penyajian data hingga penarikan kesimpulan.

Hasil Penelitian ditunjukkan bahwa (1) Upaya Usaha Jasa New T.T Laundry Desa Tanjungtani Kecamatan Prambon Kabupaten Nganjuk dalam memasarkan jasanya menggunakan *marketing mix 7P (produk, price, place, promotion, people, phisycal evidence, process)*, hal tersebut dapat membuat usahanya berjalan dengan maksimal. (2) Implementasi Penerapan Strategi *Marketing Mix* Pada Usaha Jasa New T.T Laundry Desa Tanjungtani Kecamatan Prambon Kabupaten Nganjuk yang mana tujuh unsur tersebut sudah diterapkan dengan baik di usaha jasa New T.T Laundry. Produk yang berkualitas yang standart, harga yang terjangkau, tempat yang strategis, nyaman dan bersih, serta promosi yang simpel karyawan yang ramah, bukti fisik yang memadai serta proses penyaluran barang yang mudah dan praktis. (3) Upaya usaha jasa new T.T laundry Desa Tanjungtani Kecamatan Prambon Kabupaten Nganjuk dalam mempertahankan pelanggan membangun pondasi yang kokoh agar usaha jasa New TT Laundry mendapatkan pelanggan yang setia melalui legalitas usaha, meningkatkan mutu pelayanan.

Kata Kunci : *Marketing Mix, Jumlah Pelanggan, Usaha Jasa*

ABSTRAC

The thesis entitled "Implementation of Marketing Mix in Increasing the Number of Customers in the New T.T Laundry Service Business Tanjungtani Village, Prambon District, Nganjuk Regency" was written by Putri Arum Pujining Tyas, NIM 12405183083, Sharia Business Management and Business Study Program, Faculty of Economics and Business, University State Islam Sayyid Ali Rahmatullah Tulungagung, mentor Dr. Ahmad Muhtadi Anshor, M.Ag.

This research is motivated by the marketing mix needed in analyzing a business business. Because by implementing a marketing mix strategy can increase the number of customers. The New T.T laundry service business has implemented, so that its business can run effectively and be able to increase the number of customers.

The formulation of the problem in this research is: (1) What are the efforts of the New T.T Laundry service business in Tanjungtani Village, Prambon District, Nganjuk Regency in marketing their services so that they can attract public interest to use their services, (2) How to implement the implementation of the marketing mix strategy in the service business of New T.T Laundry in Tanjungtani Village Prambon Subdistrict, Nganjuk Regency, (3) What are the efforts of the New T.T Laundry service business in Tanjungtani Village, Prambon Subdistrict, Nganjuk Regency in retaining customers.

The type of research method used in this study is a qualitative approach. The research location that I chose was the New T.T Laundry service business in Tanjungtani Village, Prambon District, Nganjuk Regency. Data collection techniques that have been carried out include interviews and documentation. In addition, the data analysis techniques used are data reduction, data presentation to drawing conclusions.

The results of the study show that (1) The Business Efforts of New T.T Laundry in Tanjungtani Village, Prambon District, Nganjuk Regency in marketing their services using the 7P marketing mix (product, price, place, promotion, people, physical evidence, process), this can make the business run smoothly. maximum. (2) Implementation of the Implementation of the Marketing Mix Strategy in the New T.T Laundry Service Business, Tanjungtani Village, Prambon District, Nganjuk Regency, where the seven elements have been implemented and carried out well in the New T.T Laundry service business. Standard quality products, affordable prices, strategic places, comfortable and clean, as well as promotions that are simple and don't cost a lot, friendly employees, adequate physical evidence and an easy and practical distribution of goods. (3) The efforts of the new T.T laundry service business in Tanjungtani Village, Prambon District, Nganjuk Regency in retaining customers build a solid foundation so that the New TT Laundry service business gets loyal customers through business legality, improving service quality.

Keywords: Marketing Mix, Number of Customers, Service Business