

ABSTRAK

Skripsi yang berjudul “Pengaruh Bauran Pemasaran Terhadap Minat Beli Konsumen Muslim Di Butik Chacha Collection Tulungagung” ini ditulis oleh Nisa Dwi Noorma Aulia, NIM. 2824133095, Fakultas Ekonomi dan Bisnis Islam, Jurusan Ekonomi Syariah, Institut Agama Islam Negeri Tulungagung yang dibimbing oleh Lantip Susilowati, S.Pd., M.M.

Penelitian dalam skripsi ini dilatarbelakangi oleh fenomena menarik saat ini yaitu pemakaian busana muslim atau gamis syar’i di kalangan hawa yang sepertinya sudah menjadi *trend* masa kini. Hal ini membuat para pengusaha di bidang *fashion* berlomba-lomba menawarkan produk terbaik mereka. Semakin majunya perkembangan jaman menyebabkan selera konsumen makin cepat berubah dan konsumen makin selektif dalam memilih tempat berbelanja. Strategi bauran pemasaran sangat penting dilakukan oleh butik Chacha Collection Tulungagung untuk menarik minat beli konsumen sehingga butik Chacha Collection dapat bersaing di dunia *fashion* muslim/perbisnisan.

Rumusan masalah dalam penelitian pada butik Chacha Collection Tulungagung ini adalah (1) Apakah produk berpengaruh signifikan terhadap minat beli konsumen muslim? (2) Apakah harga berpengaruh signifikan terhadap minat beli konsumen muslim? (3) Apakah tempat berpengaruh signifikan terhadap minat beli konsumen muslim? (4) Apakah promosi berpengaruh signifikan terhadap minat beli konsumen muslim? (5) Apakah produk, harga, tempat dan promosi secara bersama-sama berpengaruh signifikan terhadap minat beli konsumen muslim? Adapun tujuan penelitian ini adalah: (1) Untuk menguji pengaruh produk terhadap minat beli konsumen muslim, (2) Untuk menguji pengaruh harga terhadap minat beli konsumen muslim, (3) Untuk menguji pengaruh tempat terhadap minat beli konsumen muslim, (4) Untuk menguji pengaruh promosi terhadap minat beli konsumen muslim, (5) Untuk menguji pengaruh produk, harga, tempat dan promosi secara bersama-sama terhadap minat beli konsumen muslim.

Penelitian ini menggunakan metode penelitian kuantitatif dengan jenis penelitian asosiatif. Teknik yang digunakan dalam penelitian ini adalah *Simple Random Sampling*. Sampel penelitiannya sebanyak 100 responden.

Hasil penelitian ini menunjukkan bahwa: (1) produk secara parsial berpengaruh positif tidak signifikan terhadap minat beli konsumen muslim, (2) harga secara parsial berpengaruh positif tidak signifikan terhadap minat beli konsumen muslim, (3) tempat secara parsial berpengaruh positif tidak signifikan terhadap minat beli konsumen muslim, (4) promosi secara parsial berpengaruh positif dan signifikan terhadap minat beli konsumen muslim, (5) secara simultan produk, harga, tempat dan promosi berpengaruh signifikan terhadap minat beli konsumen muslim.

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

ABSTRACT

This thesis entitled “The Influence of Marketing Mix on Buying Interest of Muslim Consumers at Chacha Collection Tulungagung Boutique” was written by Nisa Dwi Noorma Aulia, NIM. 2824133095, Faculty of Economics and Islamic Business, Department of Sharia Economics, Tulungagung State Islamic Institute guided by Lantip Susilowati, S.Pd., M.M.

Research in this thesis is motivated by the current interesting phenomenon is the use of Muslim Dress or gamis syar’i among woman that seems to have become the current trend. This makes the entrepreneurs in the field of fashion competing to offer their best products. The growing progress of the era causes consumer tastes to rapidly change and consumers more selective in choosing a place to shop. Marketing mix strategy is very important to be done by Chacha Collection Tulungagung boutique to attract consumers buying interest so boutique Chacha Collection can compete in the world of Muslim fashion/business.

The formulation of problem in research at Chacha Collection Tulungagung boutique is (1) Does the product have a significant effect on the buying interest of Muslim consumer? (2) Does the price have a significant effect on the buying interest of Muslim consumers? (3) Does the place have a significant effect on the buying interest of Muslim consumers? (4) Does promotion have a significant effect on the buying interest of Muslim consumers? (5) Do products, prices, places and promotions together have a significant effect on the buying interest of Muslim consumers?. The purpose of this research are: (1) To test the effect of the product on the buying interest of the Muslim consumer, (2) To test the effect of the price on the buying interest of the Muslim consumer, (3) To test the effect of the place on the buying interest of the Muslim consumer, (4) To test the effect of the promotion on the buying interest of the Muslim consumer (5) To test the effect of product, price, place and promotion together on the buying interest of the Muslim Consumer.

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 100 respondents.

The result of this research indicate that: (1) the product partially positively insignificant effect on the buying interest of Muslim consumer, (2) the price partially positively insignificant effect on the buying interest of Muslim consumer, (3) the place partially positively insignificant effect on the buying interest of Muslim consumer, (4) the promotion partially has a significant effect on the buying interest of Muslim consumer, (5) simultaneously product, price, place and promotion have a significant effect to the buying interest of Muslim consumer.

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