

## ABSTRAK

Skripsi dengan judul "Pengaruh *Product, Price, Place, Promotion, Physical Evidence, People* dan *Process* Terhadap Keputusan pembelian Konsumen pada *Showroom Rizki Mobil Tulungagung*" ditulis oleh Ayu Wanda Mentari, NIM. 1742143045 dibimbing oleh Ibu Lantip Susilowati, S.Pd., M.M.

Keputusan pembelian menjadi prioritas utama pada penelitian ini karena tingkat persaingan yang semakin ketat mengingat banyaknya perusahaan-perusahaan yang sejenis. Salah satu cara untuk menarik keinginan konsumen untuk melakukan pembelian adalah dengan penerapan strategi *marketing mix 7P*. Apabila suatu perusahaan dapat menerapkan strategi tersebut dengan baik maka akan mempengaruhi keputusan pembelian terhadap konsumen.

Rumusan masalah dalam penelitian ini adalah: (1) Apakah *product* berpengaruh secara parsial terhadap keputusan pembelian? (2) Apakah *price* berpengaruh parsial terhadap keputusan pembelian? (3) Apakah *place* berpengaruh parsial terhadap keputusan pembelian? (4) Apakah *promotion* berpengaruh parsial terhadap keputusan pembelian? (5) Apakah *physical evidence* berpengaruh parsial terhadap keputusan pembelian? (6) Apakah *people* berpengaruh parsial terhadap keputusan pembelian? (7) Apakah *process* berpengaruh parsial terhadap keputusan pembelian? (8) Apakah *product, price, place, promotion, physical evidence, people* dan *process* berpengaruh secara simultan terhadap keputusan pembelian? Penelitian ini bertujuan untuk mengetahui pengaruh bauran pemasaran meliputi *product, price, place, promotion, physical evidence, people* dan *process*, baik secara simultan maupun parsial terhadap keputusan pembelian konsumen di *showroom Rizki Mobil Tulungagung*.

Penelitian ini menggunakan metode pendekatan kuantitatif jenis asosiatif. Teknik pengambilan sampel yang digunakan adalah *sampling incidental*, dan dengan teknik tersebut diperoleh 80 responden sebagai sampel. Teknik pengumpulan data yang digunakan adalah kuesioner. Metode analisis data yang digunakan adalah analisis regresi berganda.

Hasil analisis data menunjukkan bahwa secara parsial: *product* berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen, *price* berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen, *place* berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen, *promotion* berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen, *physical evidence* berpengaruh positif tidak signifikan terhadap keputusan pembelian konsumen, *people* berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen, *process* berpengaruh negatif tidak signifikan terhadap keputusan pembelian konsumen. Secara simultan *product, price, place, promotion, physical evidence, people* dan *process* berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen.

Kata Kunci: Bauran Pemasaran 7P, Keputusan Pembelian Konsumen

## ABSTRACT

This thesis entitled "The Influence of Product, Price, Place, Promotion, Physical Evidence, People and Process Against Consumer Buying Decision on Showroom Rizki Mobil Tulungagung" written by Ayu Wanda Mentari, NIM. 1742143045 is guided by Mrs. Lantip Susilowati, S.Pd., M.M.

Purchasing decision is a top priority in this research because the level of competition is getting tighter considering the number of similar companies. One way to attract consumers' desire to make a purchase is by applying a marketing mix 7P strategy. If a company can implement the strategy well it will affect the purchase decision to consumers.

The formulation of the problem in this research are: (1) Does the product partially influence the purchasing decision? (2) Does the price have a partial effect on the purchase decision? (3) Does the place have a partial effect on the purchasing decision? (4) Does promotion have a partial effect on purchasing decisions? (5) Do physical evidence have a partial effect on purchasing decisions? (6) Do people have a partial effect on purchasing decisions? (7) Does the process have a partial effect on the purchase decision? (8) Does the product, price, place, promotion, physical evidence, people and process affect simultaneously the purchase decision? This study aims to determine the effect of marketing mix including product, price, place, promotion, physical evidence, people and process, both simultaneously and partially to consumer purchasing decision in showroom Rizki Mobil Tulungagung.

This research uses quantitative approach of associative type. The sampling technique used is the incidental sampling, and with the technique obtained 80 respondents as a sample. Data collection techniques used are questionnaires. Data analysis method used is multiple regression analysis.

The result of data analysis show that partially: product have positive and significant effect to consumer purchasing decision, price have positive and significant influence to consumer purchasing decision, place have positive and significant effect to consumer purchasing decision, promotion have positive and significant influence to consumer purchasing decision, physical evidence no significant positive effect on consumer purchasing decisions, people have a positive and significant impact on consumer purchasing decisions, the process has no significant negative effect on consumer purchasing decisions. Simultaneously product, price, place, promotion, physical evidence, people and process have a positive and significant influence to consumer purchasing decision.

*Keywords: Marketing Mix 7P, Consumer Purchase Decision*