

## **ABSTRAK**

Skripsi dengan judul “ Pengaruh Variabel *Marketing Mix (Product, Price, Promotion, Place, People, Process, dan Physical Evidence )* Terhadap Keputusan Menjadi Anggota Koperasi Syariah Al- Mawaddah Ngunut Tulungagung” ini ditulis oleh Binti Maskurun, NIM. 1741143057, Pembimbing Hj. Amalia Nuril Hidayati, S.E., M.Sy.

Penelitian ini dilatarbelakangi oleh adanya keterbatasan fasilitas yang digunakan oleh Koperasi Syariah Al- Mawaddah. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh bauran pemasaran yang terdiri dari *product, price, promotion, place, people, process, dan physical evidence* terhadap minat menjadi anggota di Koperasi Syariah Al- Mawaddah. Teknik pengambilan sampel yang digunakan dalam penelitian ini yaitu dengan menggunakan metode *purposive sampling*, yaitu teknik penentuan sampel dengan pertimbangan tertentu. Data diperoleh dari penyebaran kuesioner dengan jumlah sampel sebanyak 70 responden. Teknik analisis yang digunakan adalah analisis uji validitas data, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji hipotesis menggunakan uji t-test dan f-test.

Hasil penelitian menunjukkan bahwa: 1) *Product* berpengaruh positif dan signifikan terhadap keputusan menjadi anggota di Koperasi Syariah Al- Mawaddah. 2) *Price* berpengaruh positif dan signifikan terhadap keputusan menjadi anggota di Koperasi Syariah Al- Mawaddah. 3) *Promotion* berpengaruh positif dan signifikan terhadap keputusan menjadi anggota di Koperasi Syariah Al- Mawaddah. 4) *Place* berpengaruh positif dan signifikan terhadap keputusan menjadi anggota di Koperasi Syariah Al- Mawaddah. 5) *People* berpengaruh positif dan signifikan terhadap keputusan menjadi anggota di Koperasi Syariah Al- Mawaddah. 6). *Process* berpengaruh positif dan signifikan terhadap keputusan menjadi anggota di Koperasi Syariah Al- Mawaddah. 7) *Physical Evidence* berpengaruh positif dan signifikan terhadap keputusan menjadi anggota di Koperasi Syariah Al- Mawaddah. Dapat ditarik kesimpulan bahwa semua variabel *marketing mix* berpengaruh positif dan signifikan terhadap keputusan menjadi anggota di Koperasi Syariah Al- Mawaddah.

Kata Kunci : *Marketing Mix, Product, Price, Promotion , Keputusan menjadi anggota*

## ABSTRACT

*Thesis with the title "The Influence of Variable Marketing Mix (Product, Price, Promotion, Place, People, Process, and Physical Evidence) Against the Decision to Become a Member of the Al-Mawaddah Ngundut Tulungagung Sharia Cooperative" was written by Binti Maskurun, NIM. 1741143057, Advisor for Hj. Amalia Nuril Hidayati, S.E., M.Sy.*

*This research was motivated by the limited facilities used by the Al-Mawaddah Sharia Cooperative. This study aims to determine and analyze the effect of the marketing mix which consists of product, price, promotion, place, process, process, and physical evidence on the interest of being a member of the Al-Mawaddah Islamic Cooperative. The sampling technique used in this study is by using the purposive sampling method, namely the sampling technique with certain considerations. Data obtained from questionnaires with a total sample of 70 respondents. The analysis technique used is data validity test analysis, reliability test, classic assumption test, multiple linear regression analysis, hypothesis testing using t-test and f-test.*

*The results showed that: 1) Product had a positive and significant effect on the decision to become a member of the Al-Mawaddah Sharia Cooperative. 2) Price has a positive and significant effect on the decision to become a member of the Al-Mawaddah Sharia Cooperative. 3) Promotion has a positive and significant effect on the decision to become a member of the Al-Mawaddah Sharia Cooperative. 4) Place has a positive and significant effect on the decision to become a member of the Al-Mawaddah Sharia Cooperative. 5) People have a positive and significant influence on the decision to become a member of the Al-Mawaddah Sharia Cooperative. 6). The process has a positive and significant effect on the decision to become a member of the Al-Mawaddah Sharia Cooperative. 7) Physical Evidence has a positive and significant effect on the decision to become a member of the Al-Mawaddah Sharia Cooperative. It can be concluded that all marketing mix variables have a positive and significant effect on the decision to become a member of the Al-Mawaddah Sharia Cooperative.*

*Keywords: Marketing Mix, Product, Price, Promotion, Interest to become a member*