

ABSTRAK

Skripsi dengan judul “Pengaruh *Marketing Mix* terhadap Keputusan Pembelian melalui Minat Beli Konsumen sebagai Variabel Intervening” ini ditulis oleh Fira Dini Afdhila, NIM. 1742143102, Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam IAIN Tulungagung. Pembimbing Sri Dwi Estinigrum S.E., Ak., M.M.

Keputusan pembelian menjadi prioritas utama pada penelitian ini karena tingkat persaingan yang semakin tajam antara perusahaan satu dengan lainnya. Hal utama agar perusahaan dapat bertahan, bersaing dan menguasai pasar, maka perusahaan harus pandai-pandai menerapkan *marketing mix 4P* seperti produk, harga, promosi dan distribusi dalam kegiatan pemasarannya. Perusahaan harus memperhatikan hal-hal yang dianggap penting oleh para konsumen agar kepercayaan konsumen bertambah, tidak beralih pada produk perusahaan lain dan menarik minat konsumen untuk melakukan pembelian. Penelitian ini mengangkat permasalahan *marketing mix* dengan tujuan untuk mengetahui pengaruh *marketing mix* (terhadap keputusan pembelian kecap cap ikan Gurami melalui minat beli konsumen sebagai variabel intervening pada PT Azafood Wlingi Blitar.

Rumusan masalah dalam penelitian ini yaitu (1) Adakah pengaruh produk terhadap keputusan pembelian?, (2) Adakah pengaruh harga terhadap keputusan pembelian?, (3) Adakah pengaruh promosi terhadap keputusan pembelian?, (4) Adakah pengaruh distribusi terhadap keputusan pembelian?, (5) Adakah pengaruh minat beli konsumen terhadap keputusan pembelian?, (6) Adakah pengaruh *marketing mix mix (product, price, promotion dan place)* terhadap keputusan pembelian melalui minat beli konsumen sebagai variable intervening?. Teknik pengambilan sampel yang digunakan *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 83 responden yaitu konsumen kecap cap ikan Gurami. Tahap selanjutnya, data kuesioner dianalisis dengan menggunakan path analisis untuk membuktikan hipotesis penelitian.

Pengujian hipotesis menggunakan uji t menunjukkan bahwa variabel produk berpengaruh positif dan signifikan terhadap keputusan pembelian, variabel harga berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian, variabel promosi berpengaruh positif dan signifikan terhadap keputusan pembelian, variabel distribusi berpengaruh positif namun tidak signifikan terhadap keputusan pembelian, variabel minat beli konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian. Kemudian hasil pengujian path analisis menunjukkan bahwa harga dan promosi berpengaruh signifikan melalui minat beli terhadap keputusan pembelian. Sedangkan produk dan distribusi memberi pengaruh kecil melalui minat beli terhadap keputusan pembelian.

Kata Kunci: *Marketing Mix 4P*, Minat Beli Konsumen, Keputusan Pembelian, *Path Analysis*

ABSTRACT

Thesis entitled "The Influence of Marketing Mix on Purchase Decision through Consumer Buy Interest as Intervening Variable" was written by Fira Dini Afdhila, NIM. 1742143102, Departement of Sharia Economics Faculty of Islamic Economics and Bussiness, IAIN Tulungaung. This thesis supervised by Sri Dwi Estinigrum S.E., Ak., M.M.

Purchasing decisions are a top priority in this research because of the increasingly sharp competition among companies. The main thing for companies to survive, compete and dominate the market, is that they must be very clever to apply a 4P marketing mix such as product, price, promotion and distribution in marketing activities. In order to increase consumer confidence and not switch to other companies' product, companies should pay attention to what is important their consumers and attract consumers to make purchases. This research raises the problem of marketing mix, with the aim to know the influence of marketing mix on buying decision of Gurami squid sauce through consumer buying interest as intervening variable at PT Azafood Wlingi Blitar.

The formulation of the problem in this study are (1) Is there a product effect on purchasing decisions?, (2) Is there an effect of price on purchasing decisions ?, (3) Is there a promotion effect on purchasing decisions?, (4) Is there a distribution effect on purchasing decisions?, (5) Is there an influence of consumer buying interest on purchasing decisions?, (6) Is there any influence of marketing mix mix (product, price, promotion and place) on purchasing decisions through consumer buying interest as an intervening variable?. Sampling technique used purposive sampling. The number of samples used in this study as many as 83 respondents are consumers of fish sauce kecap Gurami. The next stage, the questionnaire data was analyzed by using the analytical path to prove the research hypothesis.

Hypothesis test using t test indicate that product variable have positive and significant effect to purchasing decision, price variable have negative and insignificant effect to purchasing decision, promotion variable have positive and significant effect to purchasing decision, distribution variable have positive but not significant effect to purchasing decision, variable consumer buying interest has a positive and significant impact on purchasing decisions. Then the result of path analysis test shows that price and promotion have significant effect through buying interest to purchasing decision. While the product and the distribution give a small influence through buying interest to the purchase decision.

Keywords: Marketing Mix 4P, Consumer Buying Interest, Purchase Decision, Path Analysis