

ABSTRAK

Persaingan dalam dunia bisnis kuliner bisa terbilang sangat ketat calon konsumen sekarang lebih selektif dalam memilih kuliner mie pedas, tingkat persaingan yang ketat antara kuliner mie pedas dengan kuliner produk rasa pedas menyebabkan mie demit harus benar – benar memikirkan strategi yang tepat dalam menghadapi persaingan tersebut. Bauran pemasaran (7P) merupakan penyempurnaan strategi pemasaran, secara rinci bauran pemasaran (7P) adalah sebagai berikut: *product, price, promotion, place, people, process* dan *physical evidence*. Penelitian ini bertujuan untuk menganalisis pengaruh dari *product, price, promotion, place, people, process* dan *physical evidence* terhadap keputusan pembelian Mie Demit di Balung. Penelitian dilakukan dengan penyebaran kuisioner sebanyak 100 reponden kepada konsumen yang pernah melakukan pembelian di Mie Demit Balung. Alat analisis yang digunakan adalah analisis regresi linear berganda. Hasil dari penelitian ini menunjukkan hanya 4 variabel yang berpengaruh signifikan terhadap keputusan pembelian di mie demit balung yaitu *product* (X1), *price* (X2), *process* (X6) dan *physical evidence* (X7) sedangkan variabel yang tidak signifikan terhadap keputusan pembelian di mie demit balung yaitu *promotion* (X3), *place* (X3) dan *people* (X5).

Kata kunci: Marketing Mix 7P, Keputusan Pembelian

ABSTRACT

Competition in the culinary business world can be considered very tight, prospective consumers are now more selective in choosing spicy noodle dishes, the level of intense competition between spicy noodle dishes and spicy flavored products causes demit noodles to really think about the right strategy in facing this competition. The marketing mix (7P) is a refinement of the marketing strategy, in detail the marketing mix (7P) is as follows: product, price, promotion, place, people, process and physical evidence. This study aims to analyze the effect of product, price, promotion, place, people, process and physical evidence on the decision to purchase Mie Demit in Balung. The research was conducted by distributing questionnaires to 100 respondents to consumers who had made a purchase at Mie Demit Balung. The analytical tool used is multiple linear regression analysis. The results of this study indicate that only 4 variables have a significant effect on purchasing decisions in Mie Demit Balung, namely product (X1), price (X2), process (X6) and physical evidence (X7) while variables that are not significant for purchasing decisions at Mie Demit balung namely promotion (X3), place (X3) and people (X5).

Keywords: Marketing Mix 7P, Purchase Decision