

ABSTRAK

Penelitian ini dilakukan pada pelanggan Warung Bakso Mbah Wiro Gumukmas Jember. Penelitian ini bertujuan untuk mengetahui pengaruh *Marketing Mix* terhadap keputusan pembelian pada Warung Bakso Mbah Wiro Gumukmas Jember. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 80 responden dengan teknik *purposive sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas dan uji heteroskedastisitas), uji hipotesis (uji t dan uji F) dan analisis koefisien determinasi. Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel *product* (0,191), *price* (0,184), *place* (0,302), *promotion* (0,293), *people* (0,252), *Physical Evidence* (0,284) dan *process* (0,247) semuanya berpengaruh positif terhadap keputusan pembelian. Dari uji t diperoleh hasil *product* (0,003), *price* (0,004), *place* (0,001), *promotion* (0,015), *people* (0,009), *Physical Evidence* (0,008) dan *process* (0,004) Semuanya berpengaruh signifikan terhadap keputusan pembelian. Dari uji F diperoleh hasil $F_{hitung} > F_{tabel}$ ($83,710 > 2,1397$) maka *product*, *price*, *place*, *promotion*, *people*, *physical evidence* dan *process* berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: *product*, *price*, *place*, *promotion*, *people*, *physical evidence*, *process* dan keputusan pembelian.



ABSTRACT

This research was conducted to the customers of Warung Bakso Mbah Wiro Gumukmas Jember. The purpose of this research is to know the effect of Marketing Mix to buying decision Warung Bakso Mbah Wiro Gumukmas Jember. In this research the data was collected by using observation, interview and questionnaires for 80 respondents with purposive sampling technique, with the purpose to know how the respondents perceptions to each variable. The analysis using data instrument test (validity test, reliability test), multiple linear regression analysis, classical assumption test (normality test, Multicollinearity test and heteroscedasticity test), hypothesis testing (t test and F test), and coefficient of determination analysis. Based on the regression analysis that the variable of product (0,191), price (0,184), place (0,302), promotion (0,293), people (0,252), Physical Evidence (0,284), and process (0,247) has a positive effect to buying decision. The result of t test is product (0,003), price (0,004), place (0,001), promotion (0,015), people (0,009), Physical Evidence (0,008), and process (0,004) All have a positive effect on purchasing decisions. Based on F test the result is $F_{count} > F_{table}$ ($83,710 > 2,1397$) so product, price, place, promotion, people, physical evidence and processes have a significant simultaneous effect on purchasing decisions.

Keywords: *product, price, place, promotion, people, physical evidence, process and purchasing decisions.*

