

ABSTRAK

Penelitian ini dilakukan pada pelanggan Cafe Dapoer Dira Ambulu. Penelitian ini bertujuan untuk mengetahui pengaruh dari *Marketing Mix* terhadap kepuasan pelanggan Cafe Dapoer Dira Ambulu. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 50 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, uji heteroskedastisitas), dan uji hipotesis (uji F, uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel produk, harga, lokasi, dan promosi, semuanya berpengaruh positif terhadap kepuasan pelanggan. Dari uji t diperoleh hasil produk, harga, lokasi, dan promosi, semuanya berpengaruh signifikan terhadap kepuasan pelanggan.

Kata kunci: produk, harga, lokasi, promosi, keputusan pembelian

ABSTRACT

This research was conducted at Cafe Dapoer customers Dira Ambulu. This study aims to determine the effect of Marketing Mix on the satisfaction of Cafe Dapoer Dira Ambulu customers. In this study the data was collected by means of observations, interviews and questionnaires on 50 respondents with purposive sampling technique, which aims to determine respondents' perceptions of each variable. The analysis used includes test data instruments (validity test, and reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis testing (F test, t test, coefficient of determination). From the results of the analysis using regression, it can be seen that product variables, price, location, and promotion, all have a positive effect on customer satisfaction. From the t test, the results of the product, price, location, and promotion were obtained, all of which had a significant effect on customer satisfaction.

Keywords: *products, prices, location, promotions, buying decision*