

ABSTRACT

ANALYSIS OF MARKETING MIX TO GUNUNG DEMPO TEABAG BUYING DECISIONS OF KOPERASI KARYAWAN RUWA JURAI KELOMPOK USAHA PTPN VII (PERSERO) CONSUMER

By

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Teabag products have large market opportunities and prospects are bright. Nowadays Gunung Dempo teabag are sold as a flagship brand locally. One form of marketing strategy that is able to influence the purchase decision Gunung Dempo teabag is the use of marketing mix which includes product, price, distribution and promotion channels.

Formulation of the problem of this study is (1) Is there any effect of the overall marketing mix (product, price, distribution channels and promotion) on purchase decisions by Koperasi Karyawan Ruwa Jurai Kelompok Usaha PTPN VII (Persero) Consumer?, And (2) Is there any effect of the partial product, price, distribution channels and promotion on purchase decisions by Koperasi Karyawan Ruwa Jurai Kelompok Usaha PTPN VII (Persero) Consumer?

The purpose of this study was to determine the effect of the overall marketing mix (product, price, distribution channels and promotion) and the effect of partial product, price, distribution channels and promotion on purchase decisions by Koperasi Karyawan Ruwa Jurai Kelompok Usaha PTPN VII (Persero) Consumer.

The hypothesis is (1) The marketing mix has a positive effect on the whole (product, price, distribution channels and promotion) on purchase decisions by Koperasi Karyawan Ruwa Jurai Kelompok Usaha PTPN VII (Persero) Consumer and (2) partial products, price, distribution channels and promotion has a positive influence on purchase decisions by Koperasi Karyawan Ruwa Jurai Kelompok Usaha PTPN VII (Persero) Consumer .

This study was designed using a descriptive approach and verification. The sampling technique used in this study purposive sampling and judgment sampling. The number of customers that became Gunung Dempo teabag sample was 83 people who have a criteria that has been a Koperasi Karyawan Ruwa Jurai Kelompok Usaha PTPN VII (Persero) Consumer. Engineering Analysis Data

with Qualitative Analysis, Regression Analysis, Simultaneous Significance Testing (Test F) and the Partial Test Significance (t test) at the 95% confidence level.

The results of this study concluded that the marketing mix (product, price, distribution channels and promotion) overall has a positive effect on purchase decisions by Koperasi Karyawan Ruwa Jurai Kelompok Usaha PTPN VII (Persero) Consumer. In partial product has a positive effect, while the variable pricing, distribution channels and promotion does not have affect the purchase decisions by Koperasi Karyawan Ruwa Jurai Kelompok Usaha PTPN VII (Persero) Consumer. Qualitatively it can be concluded consumers decide to buy Gunung Dempo teabag is from the product due to the color of the Gunung Dempo teabag has the desired quality standards, taste teabag that meets Indonesian natural tea flavor and aroma of fragrant tea also influence consumers to buy the product.

Keywords : marketing mix, the decision to buy, Gunung Dempo teabag