

ABSTRACT

THE EFFECT OF THE MARKETING MIX ON CONSUMER PURCHASE INTEREST OF ASKHA JAYA BANANA CHIPS PRODUCTS (CASE STUDY ON THE ASKHA JAYA BANANA CHIPS INDUSTRY BANDAR LAMPUNG)

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It is important to pay attention to consumer buying interest so that industrial businesses can develop. This study aims to determine the effect of the marketing mix on consumer buying interest in Askha Jaya banana chips. This research was conducted by means of a survey using a questionnaire to 100 respondents who are consumers of Askha Jaya chips. The data obtained were analyzed using data quality test, classical assumption test, data analysis test and hypothesis testing using t-test and simultaneous F-test. The results of the t-test analysis show that the product and place variables have a significant effect on consumer buying interest, while the price and promotion variables do not significantly affect consumer buying interest. Then the results of the F test show that together the variables of product, price, promotion, and place have a significant influence on consumer buying interest in banana chips in Askha Jaya.

Keywords: *banana chips, marketing mix, consumer buying interest*

ABSTRAK

PENGARUH BAURAN PEMASARAN TERHADAP MINAT BELI KONSUMEN PRODUK KERIPIK PISANG ASKHA JAYA (STUDI KASUS PADA INDUSTRI KERIPIK PISANG ASKHA JAYA BANDAR LAMPUNG)

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Minat beli konsumen penting diperhatikan agar usaha industri dapat berkembang. Penelitian ini bertujuan untuk mengetahui pengaruh bauran pemasaran terhadap minat beli konsumen keripik pisang Askha Jaya. Penelitian ini dilakukan dengan cara survey menggunakan kuesioner terhadap 100 responden yang merupakan konsumen keripik Askha Jaya. Data yang didapat dianalisis menggunakan Uji kualitas data, Uji asumsi klasik, Uji analisis data dan Uji hipotesis menggunakan Uji t dan Uji F Simultan. Hasil analisis Uji t menunjukkan bahwa variabel Produk dan tempat berpengaruh secara signifikan terhadap minat beli konsumen, sedangkan variabel harga dan promosi tidak berpengaruh secara signifikan terhadap minat beli konsumen. Kemudian hasil uji F menunjukkan bahwa secara bersama-sama variabel produk, harga, promosi, dan tempat mempunyai pengaruh signifikan terhadap minat beli konsumen produk keripik pisang di Askha Jaya.

Kata Kunci: keripik pisang, bauran pemasaran, minat beli konsumen