

ABSTRACT

ANALYSIS OF MARKETING MIX ON CONSUMER BUYING INTEREST IN PISANG TANDUK GORENG KRISPI DIHI NILAH PRODUCTS, BANDAR LAMPUNG

By

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Lampung is a province that has the 3rd largest banana production in Indonesia. Banana processed products now take a lot of attention to consumer buying interest. The purpose of this study was to determine the marketing mix variables (product, price, place, promotion) on consumer buying interest in Pisang Tanduk Krispi Dihi Nilah products. This research was conducted by preparing a questionnaire that had been tested for validity and reliability and filled out by 100 respondents. The data obtained was analyzed using the Classical Assumption Test, Multiple Linear Regression Test, T Test and F Test. The results of this study indicate that the marketing mix of product, place and promotion variables has a significant effect on consumer buying interest in pisang tanduk krispi Dihi Nilah products. The price variable does not have a significant effect on consumer buying interest in Pisang Tanduk Krispi Dihi Nilah products. The marketing mix simultaneously affects consumer buying interest, because the variables of product, price, place, and promotion have a significant influence on consumer buying interest in pisang tanduk krispi Dihi Nilah products.

Keywords : Product, price, place, promotion, consumer buying interest

ABSTRAK

ANALISIS BAURAN PEMASARAN TERHADAP MINAT BELI KONSUMEN PRODUK PISANG TANDUK GORENG KRISPI DIHI NILAH, BANDAR LAMPUNG

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Lampung merupakan provinsi yang memiliki jumlah produksi tanaman pisang ke-3 di Indonesia. Produk olahan pisang kini banyak mengambil perhatian minat beli konsumen. Tujuan penelitian ini yaitu untuk mengetahui variabel bauran pemasaran (produk, harga, tempat, promosi) terhadap minat beli konsumen Pisang Tanduk Krispi Dihi Nilah. Penelitian ini dilakukan dengan cara menyiapkan kuesioner yang telah di uji validitas dan reliabilitasnya serta diisi oleh 100 orang responden. Data yang didapat dianalisis menggunakan Uji Asumsi Klasik, Uji Regresi Linier Berganda, Uji T dan Uji F. Hasil penelitian ini menunjukkan bahwa bauran pemasaran variabel produk, tempat dan promosi berpengaruh secara signifikan terhadap minat beli konsumen produk pisang tanduk goreng krispi Dihi Nilah. Variabel harga tidak berpengaruh secara signifikan terhadap minat beli konsumen produk Pisang Tanduk Goreng Krispi Dihi Nilah. Bauran pemasaran berpengaruh secara simultan terhadap minat beli konsumen, karena variabel produk, harga, tempat, dan promosi mempunyai pengaruh yang signifikan terhadap minat beli konsumen produk pisang tanduk goreng krispi Dihi Nilah.

Kata kunci : Produk, harga, tempat, promosi, minat beli konsumen