

ABSTRAK

PENGARUH BAURAN PEMASARAN DAN *HEALTH CONSCIOUSNESS* TERHADAP KEPUTUSAN PEMBELIAN PRODUK SANITASI TANGAN (Studi pada Konsumen Produk Sanitasi Tangan di Indonesia)

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Pandemi COVID-19 telah meningkatkan kesadaran masyarakat akan pentingnya sanitasi dan kesehatan, termasuk meningkatnya permintaan terhadap produk sanitasi tangan seperti hand sanitizer dan sabun cuci tangan. Perilaku konsumen terhadap produk sanitasi tangan mengalami perubahan. Dampak jangka panjang pandemi terkait pengaruh bauran pemasaran dan kesadaran kesehatan terhadap keputusan konsumen untuk membeli produk sanitasi tangan di Indonesia masih perlu dianalisis.

Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran (produk, harga, tempat, dan promosi) dan kesadaran kesehatan terhadap keputusan pembelian produk sanitasi tangan. Pengukuran variabel-variabel tersebut dilakukan menggunakan indikator-indikator yang relevan dengan skala Likert 1-5. Data dianalisis dengan menggunakan model persamaan struktural (SEM) dengan software Lisrel 8.80. Pengumpulan data dilakukan melalui kuesioner (survei online) dengan menerapkan teknik purposive sampling. Sampel penelitian terdiri dari 250 responden dengan karakteristik yakni seluruh masyarakat Indonesia yang berusia minimal 12 tahun, pernah melakukan pembelian produk sanitasi tangan di Indonesia.

Berdasarkan analisis dengan metode SEM Lisrel 8.80, ditemukan bahwa bauran pemasaran berpengaruh signifikan terhadap keputusan pembelian. Bauran pemasaran berpengaruh signifikan terhadap kesadaran kesehatan. Kesadaran kesehatan berpengaruh positif dan signifikan terhadap keputusan pembelian. Kesadaran kesehatan memediasi secara parsial pengaruh bauran pemasaran terhadap keputusan pembelian. Sehingga, dapat disimpulkan bahwa bauran pemasaran dan kesadaran kesehatan berperan penting dalam meningkatkan keputusan pembelian produk sanitasi tangan.

Kata Kunci: Bauran Pemasaran, Kesadaran Kesehatan, Keputusan Pembelian, Produk Sanitasi Tangan

ABSTRACT

THE EFFECT OF MARKETING MIX AND HEALTH CONSCIOUSNESS ON PURCHASE DECISIONS OF HAND SANITARY PRODUCTS (Study on Consumers of Hand Sanitary Products in Indonesia)

By

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The COVID-19 pandemic has raised public awareness of the link between health and sanitation, which has resulted in a rise in the demand for hand sanitation supplies like hand sanitizer and hand soap. Consumer behavior towards hand sanitary products has changed. The long-term impact of the pandemic on the effect of the marketing mix and health consciousness on consumer decisions to buy hand sanitary products in Indonesia still needs to be analyzed.

The purpose of this study is to look at the effect of the marketing mix (product, price, place, and promotion) and health consciousness on hand sanitary product purchases. Measurement of these variables was carried out using relevant indicators with a Likert scale of 1-5. The data were analyzed using Lisrel 8.80 software, which included a structural equation model (SEM). Data collection was carried out through questionnaires (online surveys) by applying purposive sampling techniques. The research sample consisted of 250 respondents with characteristics as all Indonesian people aged at least 12 years old, had purchased hand sanitary products in Indonesia.

Based on analysis using the SEM Lisrel 8.80 method, it was discovered that marketing mix has a significant effect on purchasing decisions. Marketing mix has a significant effect on health consciousness. Health consciousness has a positive and significant effect on purchasing decisions. Health consciousness partially mediates the effect of the marketing mix on purchasing decisions. Thus, it is possible to conclude that the marketing mix and health consciousness are essential factors in enhancing hand sanitary product purchasing decisions.

Keywords: Marketing Mix, Health Consciousness, Purchase Decision, Hand Sanitary Products