

ABSTRACT

Analysis of the Influence of the Marketing Mix on Consumer Purchase Intention of Mie Ayam Pedas Patito, Bandar Lampung

By

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The culinary industry in Indonesia continued to experience significant development with the emergence of various innovative food products that had distinctive characteristics attracting consumers. Processed noodle products increasingly attracted consumer purchase interest. The large number of similar businesses resulted in intense competition among entrepreneurs. The purpose of this study was to determine the effect of marketing mix variables on consumer purchase intention of Mie Ayam Pedas Patito in Bandar Lampung. The results of the multiple linear regression analysis showed a constant value of 0.484, which meant that if variables X1, X2, X3, X4, X5, X6, and X7 were equal to 0, the purchase intention (Y) was 0.484. The results of the F-test showed that simultaneously, all elements of the marketing mix—namely product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7)—had a significant effect on consumer purchase intention of Mie Ayam Pedas Patito. Meanwhile, the results of the T-test showed that only the variables of product, place, promotion, and physical evidence had a significant effect, while price, people, and process did not have a significant effect on consumer purchase intention.

Keywords : Product, price, place, promotion, people, process, physical evidence, consumer purchase intention.

ABSTRAK

Analisis Pengaruh Bauran Pemasaran Terhadap Minat Beli Konsumen Produk Mie Ayam Pedas Patito Bandar Lampung

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Industri kuliner di Indonesia terus mengalami perkembangan yang signifikan dengan munculnya berbagai produk makanan inovatif yang memiliki ciri khas menarik bagi konsumen. Produk olahan mie kini banyak menarik minat beli konsumen. Banyaknya usaha serupa mengakibatkan persaingan yang ketat bagi pelaku usaha. Tujuan penelitian ini yaitu untuk mengetahui pengaruh variabel bauran pemasaran terhadap minat beli konsumen Mie Ayam Pedas Patito, Bandar Lampung. Hasil analisis melalui uji regresi linear berganda didapatkan konstanta sebesar 0,484 yang berarti jika variabel X1, X2, X3, X4, X5, X6 dan X7 bernilai 0, maka minat beli (Y) akan bernilai 0,484. Hasil analisis melalui Uji F menunjukkan bahwa bauran pemasaran secara simultan melalui Uji F, seluruh bauran pemasaran yaitu variabel produk (X1), harga (X2), tempat (X3), promosi (X4), orang (X5), proses (X6), dan bukti fisik (X7) berpengaruh signifikan terhadap minat beli konsumen Mie Ayam Pedas Patito. Sedangkan, secara parsial melalui Uji T, hanya variabel produk, tempat, promosi, dan bukti fisik yang berpengaruh signifikan terhadap minat beli konsumen Mie Ayam Pedas Patito. Variabel harga, orang, dan proses tidak berpengaruh signifikan terhadap minat beli konsumen Mie Ayam Pedas Patito.

Kata kunci: Produk, harga, tempat, promosi, orang, proses, bukti fisik, minat beli konsumen.