

ABSTRACT

This research was conducted in Besitang District, Langkat Regency, North Sumatra Province. The study aims to determine consumer perceptions of the marketing mix aspects of packaged cooking oil products in Besitang District, Langkat Regency, North Sumatra. The analytical method employed is descriptive qualitative, utilizing a Likert scale as a tool to measure the level of consumer perception, allowing respondents' attitudes and assessments to be classified into specific categories based on the scores obtained. The analysis was carried out by descriptively detailing respondents' answers to obtain an overview of consumer assessments across each aspect of the marketing mix: price, product, promotion, and place. The results indicated that consumer perception of the marketing mix for packaged cooking oil in Besitang District achieved an average index value of 74.11%, which falls into the "good" category. Viewed from each individual aspect, consumer perceptions of price (74.55%), product (76.11%), and promotion (72.93%) were in the good category, while perception of place (72.88%) was also categorized as good. Based on purchase percentages, 78.79% of respondents stated they routinely purchase packaged cooking oil, while 21.21% stated they do not purchase it routinely.

Keywords: Consumer Perception, Likert Scale, Marketing Mix, Packaged Cooking Oil