

ABSTRAK

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Program Studi : Program Sarjana Ilmu Manajemen
Judul : Pengaruh *Marketing Mix* Terhadap Keputusan Pembelian Barang *Thrift* Di Kota Lhokseumawe

Penelitian ini bertujuan untuk menganalisis Pengaruh Marketing Mix Terhadap Terhadap Keputusan Pembelian Barang Trift di Kota Lhokseumawe. Data untuk penelitian ini dikumpulkan melalui Responden yang digunakan dalam penelitian ini yaitu berjumlah 112 orang. Metode analisis data menggunakan analisis regresi linier berganda dengan menggunakan perangkat lunak SPSS (Statistical Package for the Social Sciences). Hasil penelitian menunjukkan bahwa secara parsial produk berpengaruh positif dan signifikan terhadap Keputusan pembelian Produk Trift di Kota Lhokseumawe, secara parsial price berpengaruh positif dan signifikan terhadap Keputusan pembelian Produk Trift di Kota Lhokseumawe, secara parsial place berpengaruh positif dan signifikan terhadap Keputusan pembelian Produk Trift di Kota Lokseumawe. secara parsial promotion berpengaruh positif dan signifikan terhadap Keputusan pembelian Produk Trift di Kota Lhokseumawe. Secara simultan produk, price, place dan promotion berpengaruh positif dan signifikan Keputusan pembelian Produk Trift di Kota Lhokseumawe.

Kata kunci : Produk, Harga, Tempat, Dan Promosi Berpengaruh Positif Dan Signifikan Keputusan Pembelian

ABSTRACT

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Study Program : Bachelor of Science Management
Title : The Influence Of The Marketing Mix On Purchasing Decisions For Thrift In Lhokseumawe City

The purpose of this study was to analyze and determine the effect of product, price, place, and promotion on purchasing decisions for thrift by the people of Lhokseumawe City. This type of research is quantitative research with a population of consumers in Lhokseumawe City. The number of respondents was 112 people who were taken using a judgment sampling technique where the sample withdrawal was based on the personal judgment of the researcher concerned. The data source comes from primary data obtained through distributing questionnaires. The data analysis technique used is descriptive analysis method and multiple linear regression analysis, classical assumption test, instrument test (validity and reliability), hypothesis testing and coefficient of determination and correlation test and analyzed with the help of SPSS version 16 application program. The results of this study indicate that partially the variables of product, price, place, and promotion have a positive and significant effect on the decision to purchase thrift goods in the people of Lhokseumawe city. Product is the most dominant variable influencing consumer purchasing decisions with a t value of 3.519.

Keywords: Product, Price, Place, Promotion, Purchasing Decisions