

ABSTRAK

ELYENVI TRESSI NIM 2017176106. Analisis Bauran Pemasaran Terhadap Keputusan Pembelian Alat Penjernih Air (Studi Pada Konsumen PT. Sarana Prima Enguna di Jakarta). Dibawah bimbingan Titin Astuti, SE,M,Si

Tujuan dari penelitian ini adalah untuk menganalisis Bauran Pemasaran terhadap Keputusan Pembelian Alat Penjernih Air pada PT. Sarana Prima Enguna. Hal ini disebabkan karena adanya dugaan bahwa strategi pemasaran yang dilakukan oleh pihak perusahaan tidak berjalan sesuai dengan yang diharapkan, sehingga menyebabkan penurunan target penjualan. Hal ini dapat dilihat dari data-data yang diperoleh peneliti yang memperkuat indikasi adanya permasalahan yang berkaitan dengan dua variabel tersebut. Hipotesis yang digunakan dalam penelitian ini adalah diduga bauran pemasaran berpengaruh signifikan terhadap keputusan pembelian alat penjernih air pada konsumen PT. Sarana Prima Enguna di Jakarta.

Penelitian ini menggunakan metode deskriptif kuantitatif yang dilakukan pada 55 orang responden yang merupakan konsumen PT. Sarana Prima Enguna di Jakarta. Teknis pengolahan data yang dipergunakan peneliti yaitu uji validitas, uji reliabilitas, dan metode analisis data menggunakan analisis regresi linier sederhana. Alat yang digunakan adalah SPSS 25.00. Hasil penelitian adalah terdapat pengaruh secara parsial di mana peneliti membandingkan besaran nilai t hitung dengan t tabel untuk pengujian secara parsial, sehingga diperoleh hasil bahwa bauran pemasaran berpengaruh terhadap keputusan pembelian alat penjernih air pada PT. Sarana Prima Enguna di Jakarta.

Berdasarkan hasil pengolahan data SPSS 25, diketahui t_{hitung} sebesar 9.036 dan nilai t_{tabel} dengan sampel 55 dan signifikansi 0,05 menggunakan rumus $t(a; df = n-2)$ adalah $t(0,05; 53) = 1,674$ Dikarenakan $t_{hitung} < t_{tabel}$ yaitu $9,036 > 1,674$ dengan tingkat signifikansi 0,05, maka H_0 diterima dan H_a ditolak, yang berarti secara parsial variabel bauran pemasaran (X) berpengaruh terhadap variabel Keputusan Pembelian (Y).

Kata Kunci: Bauran Pemasaran, Keputusan Pembelian, Alat Penjernih Air

ABSTRACT

ELYENVI TRESSI NIM 2017176106. Analysis of Marketing Mix on Water Filter Purchasing Decision (Study on Consumers of PT. Sarana Prima Enguna in Jakarta). Under the guidance of Titin Astuti, SE,M,Si

The purpose of this study is to find out the influence of the Marketing Mix on the Purchasing Decision of Water Filter on PT. Sarana Prima Enguna. This is due to the possibility of the marketing strategy carried out by the company did not work as it should for the situation at present, causing a decrease in sales. This can be seen from the data obtained by researchers that strengthen indications of problems related to these two variables. The hypothesis used in this study is that there is an influence of the marketing mix on the decision to purchase water purification tools in companies engaged in water treatment with various product components related to water treatment and waste water treatment. This study uses quantitative descriptive.

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a decrease in sales. This can be seen from the data obtained by researchers that strengthen indications of problems related to these two variables. The hypothesis used in this study is that there is an influence of the marketing mix on the decision to purchase water filter in companies engaged in water treatment with various product components related to water treatment and waste water treatment.

This study uses quantitative descriptive methods conducted on 55 respondents who are consumers of PT. Sarana Prima Enguna in Jakarta. Technical data processing used by researchers is validity test, reliability test, and data analysis method using simple linear regression analysis. The tool used is SPSS 25. The results of the study were that there was a partial influence in which researchers compared the amount of the value t calculated with the t table for partial testing, so it was obtained that the marketing mix had an effect on the decision to purchase water filter in PT. Sarana Prima Enguna in Jakarta.

Based on the results of SPSS 25 data processing, it is known that t hitung of 9,036 and the value of t tabel with a sample of 55 and significant 0.05 using the formula $t(a; df = n-2)$ is $t(0.05; 53) = 1,674$ due to t hitung $<$ t tabel which is $9,036 > 1,674$ with a significance level of 0.05, then H_0 is accepted and H_a is rejected, which means partially the variable of the promotional mix (X) affects the variable of the Purchase Decision (Y).

Keywords: Marketing Mix, Purchasing Decisions, Water Filter