

ABSTRAK

FARIZ ALAUDIN FADHULLOH. 2019116016. Pengaruh Bauran Pemasaran (*Product, Price, Promotion, Place, People, Process, Physical Evidence*) Terhadap Terhadap Minat Beli Konsumen Produk R&B Tea Summarecon Mall Serpong. Dibawah bimbingan Ibu Euis Widiati, SE, MM.

Strategi bauran pemasaran merupakan salah satu strategi bisnis yang dilakukan perusahaan untuk menarik minat beli konsumen demi kelangsungan mempertahankan bisnisnya. Statregi pemasaran terdiri dari 7P (*Product, Price, Promotion, Place, People, Process, Physical Evidence*). Namun, penerapan strategi tersebut tentunya akan mengalami hambatan seperti adanya keluhan yang diberikan oleh konsume. Keluhan yang diberikan konsumen bisa dijadikan evaluasi perusahaan terkait penerapan yang telah dijalankan. Dengan evaluasi yang berkesinambungan diharapkan mampu memberikan yang terbaik kepada konsumen agar tetap berminat untuk melakukan pembelian produk. Hal ini sejalan dengan yang dilakukan oleh perusahaan R&B Tea Cabang Summarecon Mall Serpong. Tujuan penelitian ini untuk mengetahui adanya pengaruh bauran pemasaran yang telah diterapkan R&B Tea terhadap minat beli konsumen. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan metode *slovin*. Jumlah sample disebarkan menggunakan kuesioner sebanyak 100 orang yang pernah mengkonsumsi produk R&B Tea Summarecon Mall Serpong. Hipotesis akan diuji menggunakan analisis regresi linear sederhana dan hasil penelitian menunjukkan bauran pemasaran berpengaruh positif terhadap minat beli konsumen. Namun pada dimensi variabel pemasaran harga didapatkan bahwa penerapan yang dilakukan kurang baik karena dianggap harga produk yang ditawarkan R&B Tea tidak terjangkau. Sedangkan pada dimensi variabel minat beli konsumen cenderung mencari informasi terlebih dahulu sebelum membeli produk R&B Tea. Sehingga perusahaan R&B Tea perlu melakukan evaluasi ulang terkati harga yang ditawarkan dan membuat informasi produk semenarik mungkin dan mudah diingat agar mempermudah konsumen dalam proses pencarian informasi.

Kata kunci: Bauran Pemasaran, Minat Beli, Produk R&B Tea Summarecon Mall Serpong.

ABSTRACT

FARIZ ALAUDIN FADHULLOH. 2019116016. *The Influence of Marketing Mix (Product, Price, Promotion, Place, People, Process, Physical Evidence) on Consumer Buying Interest of R&B Tea Products at Summarecon Mall Serpong. Under the guidance of Mrs. Euis Widiati, SE, MM.*

Marketing mix strategy is one of the business strategies implemented by companies to attract consumer buying interest and ensure the sustainability of their business. The marketing strategy consists of 7Ps (Product, Price, Promotion, Place, People, Process, Physical Evidence). However, the implementation of these strategies will inevitably face obstacles, such as complaints from consumers. Consumer complaints can be used as an evaluation for the company regarding the implementation that has been carried out. Continuous evaluation is expected to provide the best to consumers in order to maintain their interest in purchasing the product. This is in line with what is done by R&B Tea Branch at Summarecon Mall Serpong. The purpose of this research is to determine the influence of the marketing mix implemented by R&B Tea on consumer buying interest. This study uses a descriptive quantitative approach with the Slovin method. The sample is distributed using a questionnaire to 100 people who have consumed R&B Tea products at Summarecon Mall Serpong. Hypotheses will be tested using simple linear regression analysis, and the research results show that the marketing mix has a positive influence on consumer buying interest. However, in the price dimension of the marketing variable, it was found that the implementation was not good because R&B Tea products were considered unaffordable. Meanwhile, in the consumer buying interest variable dimension, consumers tend to seek information before purchasing R&B Tea products. Therefore, R&B Tea company needs to re-evaluate the offered prices and create product information that is as attractive and memorable as possible to facilitate consumers in the information search process.

Keywords: *Marketing Mix, Buying Interest, R&B Tea Products, Summarecon Mall Serpong.*