

Faisal Dana Firmansyah, 14311039 **Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Produk Semen Di PT. Semen Indonesia Logistik Di Kecamatan Gresik.**

ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui : (1) Pengaruh *product* terhadap keputusan pembelian produk semen di PT. Semen Indonesia Logistik di Kecamatan Gresik, (2) Pengaruh *price* terhadap keputusan pembelian produk semen di PT. Semen Indonesia Logistik di Kecamatan Gresik, (3) Pengaruh *promotion* terhadap keputusan pembelian produk semen di PT. Semen Indonesia Logistik di Kecamatan Gresik, (4) Pengaruh *place* terhadap keputusan pembelian produk semen di PT. Semen Indonesia Logistik di Kecamatan Gresik.

Penelitian ini merupakan penelitian kuantitatif. Populasi pada penelitian ini adalah *store manager* toko bangunan yang membeli produk semen di PT. Semen Indonesia Logistik di Kecamatan Gresik. Teknik pengambilan sampel di penelitian ini menggunakan *Non Probability Sampling* dengan *Sampel* Jenuh. Jumlah sampel sebanyak 44 *store manager*. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitas. Teknik analisis data yang digunakan adalah regresi berganda.

Hasil penelitian ini menunjukkan bahwa : (1) Terdapat pengaruh *product* terhadap keputusan pembelian produk semen di PT. Semen Indonesia Logistik di Kecamatan Gresik, dibuktikan dengan nilai signifikan $0,013 < 0,05$. (2) Terdapat pengaruh *price* terhadap keputusan pembelian , dibuktikan dengan nilai signifikansi sebesar $0,019 < 0,05$. (3) Tidak terdapat pengaruh *promotion* terhadap keputusan pembelian produk semen di PT. Semen Indonesia Logistik di Kecamatan Gresik, dibuktikan dengan nilai signifikan $0,219 > 0,05$. (4) Tidak terdapat pengaruh *place* terhadap keputusan pembelian produk semen di PT. Semen Indonesia Logistik di Kecamatan Gresik, dibuktikan dengan nilai signifikan $0,942 > 0,05$.

Kata Kunci : *Product, Price, Promotion, Place*, Keputusan Pembelian.

Faisal Dana Firmansyah, 14311039 *Effect of Marketing Mix on Decision on Purchasing Cement Products at PT. Semen Indonesia Logistics in Gresik District.*

ABSTRACT

This study aims to find out: (1) The effect of the product on the decision to purchase cement products at PT. Semen Indonesia Logistik in Gresik Subdistrict, (2) Price influence on the decision to purchase cement products at PT. Semen Indonesia Logistik in Gresik District, (3) Effect of promotion on the decision to purchase cement products at PT. Semen Indonesia Logistik in Gresik District, (4) The influence of place on the decision to purchase cement products at PT. Semen Indonesia Logistik in Gresik District.

This research is quantitative research. The population in this study is a store manager of a building shop that buys cement products at PT. Semen Indonesia Logistik in Gresik District. The sampling technique in this study used Non Probability Sampling with Saturated Samples. The number of samples is 44 store managers. Data collection techniques using questionnaires that have been tested for validity and reliability. The data analysis technique used is multiple regression.

The results of this study indicate that: (1) There is a product influence on the decision to purchase cement products at PT. Semen Indonesia Logistik in Gresik Subdistrict, evidenced by a significant value of $0.013 < 0.05$. (2) There is an influence of price on purchasing decisions, as evidenced by the significance value of $0.019 < 0.05$. (3) There is no effect of promotion on the decision to purchase cement products at PT. Semen Indonesia Logistik in Gresik Subdistrict, evidenced by a significant value of $0.219 > 0.05$. (4) There is no influence of place on the decision to purchase cement products at PT. Semen Indonesia Logistik in Gresik Subdistrict, evidenced by the significant value of $0.942 > 0.05$.

Keywords: Product, Price, Promotion, Place, Purchasing Decision.