

ABSTRACT

Maulana P, Ganda. 2019 *Strategy Marketing Mix* to purchase decision consumer at the shop Nova Batik in *City Of Tomorrow Mall* Surabaya. Thesis, Study Program of Management. Faculty of Economic and Business Trunojoyo Madura University. Under guidance of Dr. Ir. Nurita Andriani, MM, and Fathor AS, S.E., MM

The purpose of this research is to analyze influence of product, price, promotion, and place to the purchase decision consumer at the shop Batik Nova in City Of Tomorrow Mall Surabaya. This research used four independent variables consist of product, price, promotion, and place, and one dependent variable is purchase decision. This research a type is descriptive and quantitative research.

The data used in this research were collected through questionnaires to 97 respondents consumer at the shop Nova Batik in City Of Tomorrow Mall Surabaya that used incidental sampling techniques and non probability sampling. Data analyzes techniques in this research used data analyzes statistic, test instrument data, the classical assumption test, multiple linear regression and hypothesis test. The result of this research show that : product variables has a positive and significant influence of purchase decision, price variables has a positive and significant influences of purchase decision, promotion variables has a positive and significant influence of purchase decision, and place variables has a positive and significant influence of purchase decision.

Keywords : *Product, price, promotion, place, marketing mix, purchase decision.*

ABSTRAK

Maulana P, Ganda. 2019 Strategi *Marketing Mix* Terhadap Keputusan Pembelian Konsumen pada Toko Nova Batik di *City Of Tomorrow Mall* Surabaya. Skripsi, Program Studi Manajemen. Fakultas Ekonomi dan Bisnis. Universitas Trunojoyo Madura. Dibawah bimbingan Dr. Ir. Nurita Andriani, MM dan Fathor AS, S.E., MM

Penelitian ini bertujuan untuk menganalisis pengaruh *produk*, *price*, *promotion*, dan *place* terhadap keputusan pembelian konsumen pada Toko Nova Batik di *City Of Tomorrow Mall* Surabaya. Penelitian ini menggunakan empat variabel independen yang terdiri dari *product*, *price*, *promotion* dan *place* dan satu variabel dependen yang terdiri dari keputusan pembelian. Penelitian ini adalah jenis penelitian deskriptif dan kuantitatif.

Data dalam penelitian ini dikumpulkan melalui penyebaran kuisisioner terhadap 97 responden konsumen Pada Toko Nova Batik di city of tomorrow mall Surabaya dengan menggunakan tehnik Insidental sampling dan non probablity sampling. Metode analisis data yang digunakan berupa analisis data statistik, uji instrument data, uji asumsi klasik, analisis linier berganda, dan uji hipotesis. Hasil dalam penelitian ini menunjukkan bahwa variabel *product* berpengaruh positif dan signifikan terhadap keputusan pembelian, variabel *price* berpengaruh positif dan signifikan terhadap keputusan pembelian, variabel *promotion* berpengaruh positif dan signifikan terhadap keputusan pembelian, dan variabel *place* berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci : *Product*, *price*, *promotion*, *place*, *marketing mix*, keputusan pembelian.