

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Marketing Mix* (4p) terhadap *Attitude*, menganalisis pengaruh *Satisfaction* terhadap *Attitude* dan menganalisis pengaruh *Attitude* terhadap *Purchase Intention*. Analisa yang digunakan dalam penelitian ini adalah metode *Path Analysis*, dimana sebelumnya dilakukan uji validitas, reliabilitas. Berdasarkan hasil perhitungan model hubungan sub struktur pertama menunjukkan bahwa variabel *Marketing mix* terhadap *Attitude* berpengaruh secara signifikan, hal tersebut diperoleh berdasarkan nilai *sig* sebesar 0.034, dimana nilai tersebut kurang dari 0.05 dan artinya tolak H_0 (ada kontribusi variabel *Marketing Mix* terhadap *Attitude* secara signifikan) dengan nilai Beta sebesar 0.241. Pada model hubungan sub struktur pertama menunjukkan bahwa variabel *Satisfaction* terhadap *Attitude* berpengaruh secara signifikan, hal tersebut diperoleh berdasarkan nilai *sig* sebesar 0.040, dimana nilai tersebut kurang dari 0.05 dan artinya tolak H_0 (ada kontribusi variabel *Satisfaction* terhadap *Attitude* secara signifikan) dengan nilai Beta sebesar 0.234. Besaran pengaruh variabel *Marketing Mix* dan *Satisfaction* terhadap *Attitude* sebesar 17,7%, dimana nilai tersebut diperoleh dari hasil R^2 yang nilainya adalah 0,177. Pada model hubungan variabel *Attitude* terhadap *Purchase Intention* berpengaruh secara signifikan, hal tersebut diperoleh berdasarkan nilai *sig* sebesar 0.005, dimana nilai tersebut kurang dari 0.05 dan artinya tolak H_0 (ada kontribusi variabel *Attitude* terhadap *Purchase Intention* secara signifikan) dengan nilai Beta sebesar 0.277 dan diketahui nilai R^2 sebesar = 0,077 atau 7,7%.

Kata Kunci: *Analisis Path, Marketing mix, Attitude, Satisfaction, Purchase Intention.*

ABSTRACT

This study aimed to analyze the influence of marketing mix (4p) for attitude, analyze the influence satisfaction to analyze the influence of attitude and attitude towards purchase intention. The analysis used in this study is the method of Path Analysis, which previously tested the validity, reliability. Based on the calculation model of the relationship first sub-structure indicates that the variable marketing mix to significant influence attitude, it is obtained based on the value of sig of 0.034, where the value is less than 0.05 and a means to reject H0 (no contribution to the Marketing Mix variables significantly Attitude) by Beta value of 0.241. In the sub-structure relationship model both show that the variables Satisfaction significant influence on the attitude, it is obtained based on the value of sig at 0.040, where the value is less than 0.05 and a means to reject H0 (no contribution to the attitude variables significantly Satisfaction) with a Beta value of 0.234 , The magnitude of the effect of variable marketing mix and satisfaction to attitude by 17.7%, where the value obtained from the R^2 whose value is 0.177. In the variable relationship model attitude towards purchase intention significant influence, it is obtained based on the value of sig of 0.005, where the value is less than 0.05 and that means reject H0 (no contribution of variable attitude towards purchase intention significantly) with a Beta value of 0.277 and known value $R^2 = 0.077$ or 7.7%.

Keywords: Path Analysis, Marketing mix, Attitude, Satisfaction, Purchase Intention.