

ABSTRAK

YANUAR ADE TRIADI, NPM: 202236, Judul: “ANALISIS STRATEGI BAURAN PEMASARAN JASA (*MARKETING MIX 7P*) DALAM MENINGKATKAN KEPUTUSAN PEMBELIAN KONSUMEN PADA NEED COFFEE AMUNTAI” dibawah bimbingan Bapak Ary Yudianto, S.Sos., MM.

Penelitian ini bertujuan untuk menganalisis pengaruh strategi bauran pemasaran jasa (*Marketing Mix 7P*) yang meliputi *Product, Price, Place, Promotion, People, Process*, dan *Physical Evidence* terhadap keputusan pembelian konsumen pada Need Coffee Amuntai. Penelitian ini dilatarbelakangi oleh semakin meningkatnya persaingan usaha *coffee shop* di Kabupaten Hulu Sungai Utara yang diikuti dengan fluktuasi penjualan pada Need Coffee Amuntai, sehingga diperlukan analisis terhadap faktor-faktor bauran pemasaran jasa yang memengaruhi keputusan pembelian konsumen.

Penelitian menggunakan pendekatan kuantitatif dengan tipe penelitian asosiatif. Lokasi penelitian berada di Need Coffee Amuntai dengan sampel sebanyak 104 responden yang dipilih menggunakan teknik *accidental sampling*. Data dikumpulkan melalui penyebaran kuesioner menggunakan skala Likert dan dianalisis menggunakan metode regresi linier berganda dengan bantuan program SPSS versi 27. Hasil penelitian menunjukkan bahwa *Marketing Mix 7P* secara simultan berpengaruh signifikan terhadap keputusan pembelian konsumen. Secara parsial, variabel *Promotion* dan *Physical Evidence* berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan variabel *Product, Price, Place, People*, dan *Process* tidak berpengaruh signifikan. Variabel *Physical Evidence* merupakan faktor yang paling dominan dalam memengaruhi keputusan pembelian konsumen. Nilai koefisien determinasi (R^2) sebesar 0,600 menunjukkan bahwa *Marketing Mix 7P* mampu menjelaskan 60% variasi keputusan pembelian konsumen, sedangkan 40% sisanya dipengaruhi oleh faktor lain di luar model penelitian.

Berdasarkan hasil penelitian, Need Coffee Amuntai disarankan untuk memprioritaskan penguatan strategi promosi dan peningkatan kualitas bukti fisik, serta tetap melakukan evaluasi dan penyempurnaan terhadap aspek produk, harga, tempat, orang, dan proses guna menjaga kualitas layanan dan mendukung peningkatan keputusan pembelian konsumen.

Kata kunci: *Marketing Mix 7P*, keputusan pembelian, promosi, bukti fisik, *coffee shop*.

ABSTRACT

YANUAR ADE TRIADI, NPM: 202236, Title: ***“ANALYSIS OF SERVICE MARKETING MIX STRATEGY (MARKETING MIX 7P) IN INCREASING CONSUMER PURCHASE DECISIONS AT NEED COFFEE AMUNTAI”*** under the supervision of Mr. Ary Yudianto, S.Sos., MM.

This study aims to analyze the influence of the Service Marketing Mix (7P), consisting of Product, Price, Place, Promotion, People, Process, and Physical Evidence, on consumer purchase decisions at Need Coffee Amuntai. This study was motivated by the increasing competition among coffee shops in Hulu Sungai Utara Regency, accompanied by fluctuating sales at Need Coffee Amuntai, indicating the need to examine the service marketing mix factors that influence consumer purchase decisions.

This study employed a quantitative approach with an associative research design. The research was conducted at Need Coffee Amuntai using a sample of 104 respondents selected through accidental sampling. Data were collected using a Likert-scale questionnaire and analyzed through multiple linear regression with the assistance of SPSS version 27. The results showed that the Service Marketing Mix (7P) simultaneously had a significant effect on consumer purchase decisions. Partially, the Promotion and Physical Evidence variables had a positive and significant effect on consumer purchase decisions, while Product, Price, Place, People, and Process did not have a significant effect. Physical Evidence was identified as the most dominant variable influencing consumer purchase decisions. The coefficient of determination (R^2) of 0.600 indicates that the Service Marketing Mix (7P) explains 60% of the variation in consumer purchase decisions, while the remaining 40% is influenced by other factors outside the research model.

Based on the findings, Need Coffee Amuntai is recommended to prioritize strengthening its promotional strategies and improving the quality of its physical evidence while continuously evaluating and enhancing its product, price, place, people, and process aspects to maintain service quality and support improved consumer purchase decisions.

Keywords: *Service Marketing Mix (7P), purchase decision, promotion, physical evidence, coffee shop.*