

## **Analisis Pengaruh Marketing Mix Terhadap Keputusan Pembelian Konsumen Obat Batuk Vicks Formula 44 di Semarang**

**GALIH BANU PRASETYO**

(Pembimbing : Hertiana Ikasari, SE, M.Si)

*Manajemen - S1, FEB, Universitas Dian Nuswantoro*

*www.dinus.ac.id*

*Email : 211201202531@mhs.dinus.ac.id*

### **ABSTRAK**

Penelitian ini bertujuan untuk mempelajari secara empirik pengaruh variabel marketing mix yang meliputi produk, harga, promosi dan distribusi terhadap keputusan pembelian. Penelitian ini di lakukan pada merek obat batuk Vicks Formula 44 Di Semarang. Pengambilan sampel sebanyak 100 responden, dalam penelitian ini menggunakan metode non probability sampling dimana tidak semua anggota populasi memiliki kesamaan atau peluang yang sama untuk menjadi sampel. Teknik analisis menggunakan Statistical Product and Service Solutions (SPSS) versi 16. dan Alat analisis yang digunakan dalam penelitian ini meliputi meliputi beberapa uji yaitu: uji validitas dan reliabilitas, uji asumsi klasik, uji hipotesis F (simultan) dan uji t (parsial) serta uji determinasi ( $R^2$ ).

Hasil analisis menggunakan regresi linier berganda dapat diketahui bahwa variabel produk, harga, promosi dan distribusi berpengaruh positif terhadap keputusan pembelian konsumen obat batuk Vicks Formula 44 Di Semarang. Secara parsial produk, harga, promosi, dan distribusi berpengaruh secara positif dan signifikan terhadap keputusan pembelian. Hasil analisis menggunakan koefisien determinasi diketahui bahwa 85% variable keputusan pembelian dapat di jelaskan oleh produk, harga, promosi dan distribusi, sedangkan 14,7% di jelaskan oleh variable lain yang tidak terdapat dalam penelitian ini.

Kata Kunci : Produk, Harga, Promosi, Distribusi dan Keputusan Pembelian

## **The Analysis Effect of Marketing Mix on Consumer Purchasing Decision of Vicks Formula 44 Cough Medicine in Semarang**

**GALIH BANU PRASETYO**

(Lecturer : Hertiana Ikasari, SE, M.Si)

*Bachelor of Management - S1, Faculty of Economy & Business, DINUS University*

*www.dinus.ac.id*

*Email : 211201202531@mhs.dinus.ac.id*

### **ABSTRACT**

This study aims to empirically study the effect of marketing mix variables including product, price, promotion and distribution on purchasing decision. The research was conducted on the brand of Vicks Formula 44 cough medicine in Semarang. The sampling of 100 respondents, in this study using a non-probability sampling method in which not all members have the same population or the same opportunities to be sampled. Analysis techniques using Statistical Product and service Solutions (SPSS) version 16. and analytical tool used in this study include covering some tests such as: validity and reliability, the classic assumption test, hypothesis testing F (simultaneously) and t test (partial) and test of determination ( $R^2$ ).

Results of analysis using multiple linear regression showed that the variables of product, price, promotion and distribution have positive effect on consumer purchasing decision of Vicks Formula 44 cough medicine in Semarang. Partially product, price, promotion, and distribution have positive and significant effect on purchasing decision. The results of the analysis using the coefficient of determination is known that 85% purchasing decision variable can be explained by product, price, promotion and distribution, while 14.7% explained by other variables that are not included in this study.

**Keyword** : Product, Price, Promotion, Distribution and Purchasing Decisions