

## **Pengaruh Marketing Mix-7P terhadap Keputusan Pembelian Layanan Jasa Laundry Sepatu (Studi Pada Glow Shoes Care Semarang)**

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### **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran jasa yaitu produk, harga, lokasi, promosi, partisipan, bukti fisik dan proses terhadap keputusan pembelian layanan jasa laundry sepatu (studi kasus pada Glow Shoes Care Semarang). Populasi dalam penelitian adalah konsumen Glow Shoes Care. Metode yang digunakan dalam pengambilan sampel adalah purposive sampling pada 100 responden dengan menggunakan kuesioner. Kriteria sampel yaitu konsumen yang pernah menggunakan layanan jasa laundry sepatu di Glow Shoes Care pada rentang usia 17 sampai 25 tahun.

Hasil yang diperoleh dari penelitian ini menunjukkan bahwa variabel bauran pemasaran jasa yang terdiri dari produk, harga, lokasi, promosi, partisipan, bukti fisik dan proses berpengaruh positif dan signifikan terhadap keputusan pembelian layanan jasa laundry sepatu secara parsial dan simultan.

Kata Kunci : bauran pemasaran jasa, produk, harga, lokasi, promosi, partisipan, bukti fisik, proses, keputusan pembelian

## **The Effects of Marketing Mix-7P on Purchasing Decision of Shoe Laundry Service (Study at Glow Shoes Care Semarang)**

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### **ABSTRACT**

This study aimed to analyze the effect of marketing mix-7P (product, price, location, promotion, people, physical evidence and process) on purchasing decision of shoe laundry services (case study at Glow Shoes Care Semarang). The population of the research are consumers of Glow Shoes Care. The sampling method used purposive sampling of 100 respondents through questionnaires. The criteria of sample are consumers who have been used shoe laundry services at Glow Shoes Care in the age range 17 until 25 years.

The results obtained from this study indicate the marketing mix-7p variables such as product, price, location, promotion, people, physical evidence and process have positive and significant effect on purchasing decisions of shoe laundry services in partially and simultaneously ways.

**Keyword** : marketing mix, product, price, place, promotion, people, physical evidence, process, purchasing decision.