

ABSTRAK

Skripsi dengan judul “Pengaruh Bauran Pemasaran Product, Price, Place, Promotion, People, Process, Physical Evidence terhadap Peningkatan Volume Penjualan (Studi Kasus pada Home Industry Beruang Mas Tulungagung)” ini ditulis oleh Risqi Dian Rahmawati, Nim. 17402153175, Fakultas Ekonomi dan Bisnis Islam, Jurusan Ekonomi Syariah, Institut Agama Islam Negeri Tulungagung dibimbing oleh Bapak Dr. H. Mashudi, M.Pd.I.

Dewasa ini Persaingan bisnis semakin ketat terutama dibidang home industry. Perkembangan pemasaran sekarang ini yang semakin ketat dalam hal ini dapat dikategorikan dalam persaingan yang semakin menekan antara home industry satu dengan yang lain, terlebih bagi home industry yang mempunyai kesamaan dalam produk seperti pada home industry Beruang Mas Tulungagung. Keadaan ini membuat para pemilik home industry berupaya untuk meningkatkan volume penjualan yang dilakukan dengan cara meningkatkan strategi bauran pemasaran yang meliputi Product, Price, Place, Promotion, People, Process, dan Physical Evidence, dari latar belakang tersebut peneliti memiliki ketertarikan untuk mengambil rumusan masalah apakah dengan dilakukannya bauran pemasaran marketing mix memiliki pengaruh dapat meningkatkan volume penjualan di Home Industri Beruang Mas Tulungagung. Penelitian ini merupakan jenis penelitian asosiatif yang menggunakan pendekatan kuantitatif. Menggunakan data primer, dengan teknik sampling yaitu Nonprobability sampling adalah sampling jenuh. Metode analisis data yang digunakan adalah uji validitas dan reabilitas data, uji asumsi klasik, uji regresi linier berganda, uji T, uji F, dan koefisien determinasi (R^2).

Hasil penelitian menunjukkan bahwa (1)Secara parsial product memberikan pengaruh positif dan signifikan terhadap volume penjualan di home industri Beruang Mas Tulungagung. (2)Secara parsial price memberikan pengaruh positif dan signifikan terhadap volume penjualan di home industri Beruang Mas Tulungagung. (3)Secara parsial place memberikan pengaruh, positif dan signifikan terhadap volume penjualan di home industri Beruang Mas Tulungagung. (4)Secara parsial promotion memberikan pengaruh positif dan signifikan terhadap volume penjualan di home industri Beruang Mas Tulungagung. (5)Secara parsial people memberikan pengaruh positif dan signifikan terhadap volume penjualan di home industri Beruang Mas Tulungagung. (6)Secara parsial process memberikan pengaruh positif dan signifikan terhadap volume penjualan di home industri Beruang Mas Tulungagung. (7)Secara parsial physical evidence memberikan pengaruh positif dan signifikan terhadap volume penjualan di home industri Beruang Mas Tulungagung. (8) Selanjutnya secara bersama-sama (simultan) product, price, place, promotion, people, process dan physical evidence memberikan pengaruh positif dan signifikan terhadap volume penjualan di home industri Beruang Mas Tulungagung,

Kata Kunci : Strategi, Bauran Pemasaran 7p, dan Volume Penjualan.

ABSTRACT

Thesis with the title “The Effect of Marketing Mix to The Product, Price, Place, Promotion, People, Process, Physical Evidence on The Increasing Sales Volume (Case Study in Home Industry of Beruang Mas Tulungagung) written by Risqi Dian Rahmawati, Registered Student Number: 17402153175, Faculty of Economics and Islamic Business, Department of Sharia Economics, State Islamic Institute of Tulungagung, Advisor: Dr. H. Mashudi, M.Pd.I.

Nowadays, business competition is getting tougher, especially in the sector of home industry. The development of marketing that is increasingly stringent in this case can be categorized in the increasingly pressing competition between one home industry with another home industry, especially for home industries that have similarities in product such as the home industry ‘Beruang Mas Tulungagung’. This situation makes the home industry owners strive to increase the volume of sales carried out by improving marketing mix strategies that includes Product, Price, Place, Promotion, People, Process, and Physical Evidence. From this background the researcher has an interest in taking the formulation of the problem whether by carrying out the increasing sales volume in Home Industry of Beruang Mas Tulungagung. This study types of associative research that uses a quantitative approach. Using primary data, the sampling technique that is Nonprobability sampling is saturated sampling. The data analyzed is using the validity and reliability of the data, the classical assumption test, the multiple linear regression test, the T-test, the F test, and the coefficient of determination (R²).

The results of this research show that (1) product has a positive and significant effect on the increasing sales volume in Home Industry of Beruang Mas Tulungagung.(2) price has a positive and significant effect on the increasing sales volume in Home Industry of Beruang Mas Tulungagung.(3) place has a positive and significant effect on the increasing sales volume in Home Industry of Beruang Mas Tulungagung.(4) promotion has a positive and significant effect on the increasing sales volume in Home Industry of Beruang Mas Tulungagung. (5) people have positive and significant effect on the increasing sales volume in Home Industry of Beruang Mas Tulungagung.(6) process has a positive and significant effect on the increasing sales volume in Home Industry of Beruang Mas Tulungagungm. (7) physical evidence has a positive and significant effect on the increasing sales volume in Home Industry of Beruang Mas Tulungagung. (8) product, price, place, promotion, people, process, physical evidence have positive and significant effect on the increasing sales volume in Home Industry of Beruang Mas Tulungagung.

Keywords: Strategy, Marketing Mix 7P, Sales Volume