

# **MARKETING MIX ANALYSIS ON PURCHASE DECISIONS OF BANCASSURANCE BANK X CUSTOMERS**

**By Yeni Mufaozah**

## ***Abstract***

*This study analyzes the marketing mix on the purchasing decisions of Bancassurance customers at Bank X. The purpose of this study is to prove and analyze the influence of the marketing mix on the purchasing decisions of Bancassurance customers at Bank X. This research is quantitative by distributing questionnaires to 70 Bancassurance Customers of Bank X. This study uses the method Partial Least Square (PLS) with Smart-PLS 3.0 program. The results of data analysis show that: Product has a significant effect on purchasing decisions for Bancassurance Bank X customers, Promotion has a significant effect on purchasing decisions for Bancassurance Bank X customers, Physical Evidence has a significant effect on purchasing decisions for Bancassurance Bank X customers, while Price has no significant effect on decisions. purchases on Bancassurance Bank X customers, place has no significant effect on purchasing decisions on Bancassurance Bank X customers, promotion has no significant effect on purchasing decisions on Bancassurance Bank X customers, people have no significant effect on purchasing decisions on Bancassurance Bank X customers, process has no significant effect on the purchase decision of the Bancassurance Bank X Customer.*

**Keywords:** *Marketing Mix, Purchase Decision, Bancassurance*

# **ANALISIS BAURAN PEMASARAN TERHADAP KEPUTUSAN PEMBELIAN NASABAH BANCASSURANCE BANK X**

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## **Abstrak**

Penelitian ini menganalisis bauran pemasaran terhadap keputusan pembelian nasabah Bancassurance di Bank X. Tujuan penelitian untuk membuktikan dan menganalisis Pengaruh bauran pemasaran terhadap keputusan pembelian nasabah Bancassurance di Bank X. Penelitian ini bersifat kuantitatif dengan menyebarkan kuesioner kepada 70 Nasabah Bancassurance Bank X. Penelitian ini menggunakan metode *Partial Least Square (PLS)* dengan program *Smart-PLS 3.0*. Hasil analisis data menunjukkan bahwa: Product berpengaruh signifikan terhadap keputusan pembelian pada Nasabah Bancassurance Bank X, Promotion berpengaruh signifikan terhadap keputusan pembelian pada Nasabah Bancassurance Bank X, Physical Evidence berpengaruh signifikan terhadap keputusan pembelian pada Nasabah Bancassurance Bank X. sedangkan Price tidak berpengaruh signifikan terhadap keputusan pembelian pada Nasabah Bancassurance Bank X, place tidak berpengaruh signifikan terhadap keputusan pembelian pada Nasabah Bancassurance Bank X, promotion tidak berpengaruh signifikan terhadap keputusan pembelian pada Nasabah Bancassurance Bank X, people tidak berpengaruh signifikan terhadap keputusan pembelian pada Nasabah Bancassurance Bank X, process tidak berpengaruh signifikan terhadap keputusan pembelian pada Nasabah Bancassurance Bank X.

**Kata Kunci :** Bauran Pemasaran, Keputusan Pembelian, Bancassurance