

# **Analisa Strategi Marketing Mix Terhadap Keputusan Pembelian Produk Muscle First**

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## **Abstrak**

Studi ini bertujuan untuk menganalisis dampak strategi bauran pemasaran terhadap keputusan pembelian produk Muscle First. Penelitian ini menginvestigasi apakah komponen-komponen bauran pemasaran yaitu produk, harga, tempat, dan promosi secara simultan memengaruhi penjualan suplemen Muscle First. Penelitian ini dilaksanakan di Jakarta dari tanggal 1 Mei 2024 hingga 31 Mei 2024, data penelitian ini dikumpulkan melalui kuesioner yang disebar kepada 113 responden yang aktif dalam kegiatan kebugaran, berusia 17 hingga 60 tahun, dan pernah membeli produk Muscle First. Temuan penelitian menunjukkan adanya pengaruh signifikan dari kualitas produk, upaya promosi, dan saluran distribusi terhadap keputusan pembelian konsumen. Secara khusus, produk (X1), harga (X2), tempat (X3), dan promosi (X4) semuanya memiliki pengaruh signifikan terhadap keputusan pembelian produk Muscle First (Y). Analisis menyeluruh menunjukkan dampak substansial dari seluruh bauran pemasaran terhadap keputusan pembelian konsumen.

Kata kunci: Bauran Pemasaran, Muscle First, Keputusan Pembelian Konsumen, Kualitas Produk, Strategi Promosi

# **Analysis of Marketing Mix Strategy on Purchase Decision of Muscle First Products**

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## **Abstract**

*This study aims to analyze the impact of marketing mix strategies on purchasing decisions for Muscle First products. This research investigates whether the components of the marketing mix, namely product, price, place and promotion, simultaneously influence sales of Muscle First supplements. This research was conducted in Jakarta from May 1, 2024 to May 31, 2024. This research data was collected through questionnaires distributed to 113 respondents who were active in fitness activities, aged 17 to 60 years, and had purchased Muscle First products. Research findings show that there is a significant influence of product quality, promotional efforts, and distribution channels on consumer purchasing decisions. Specifically, product (X1), price (X2), place (X3), and promotion (X4) all have a significant influence on the decision to purchase Muscle First products (Y). A thorough analysis shows the substantial impact of the entire marketing mix on consumer purchasing decisions.*

**Keywords:** *Marketing Mix, Muscle First, Consumer Purchase Decision, ProductQuality, Promotion Strategies*