

MARKETING MIX ANALYSIS ON THE DECISION OF BUYING STARBUCKS COFFEE IN JAKARTA

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Abstract

This research is that aims to analyze the influence variabels product, price, place, promotion, process, people, physical evidence on the purchase decision Starbucks coffee ini Jakarta. The method used is quantitative with descriptive analysis techniques followed by inferential analysis techniques using SmartPLS tools. This population from consumers bought and visited Starbucks in Jakarta. Method sampling using non probability sampling. Data sources obtained through the results of distributing questionnaires of 96 respondents. The tools are uses SmartPLS 3.0. The result obtained are that (1) the presence of a product has a significant effect on purchasing decisions, (2) price does not have a significant effect on purchasing decisions, (3) place has no significant effect on purchasing decisions, (4) promotion has a significant effect on purchasing decisions, (5) process has no significant effect on purchasing decisions, (6) people have a significant effect on purchasing decisions, (7) physical evidence has no significant effect on purchasing decisions. Research limitations are due to a pandemic, the spread using the G-form so there is less approach to respondents.

Keywords: *Marketing Mix, SmartPLS3.0, Purchasing Decisions.*

ANALISIS *MARKETING MIX* TERHADAP KEPUTUSAN PEMBELIAN *STARBUCKS COFFEE* DI JAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis adanya pengaruh variabel produk, harga, tempat, promosi, proses, orang, dan bukti fisik terhadap keputusan pembelian Starbucks *coffee* di Jakarta. Metode yang digunakan kuantitatif dengan Teknik analisis deskriptif dilanjut dengan Teknik analisis inferensial menggunakan alat bantu *SmartPLS*. Pengambilan populasi ini diambil dari konsumen yang pernah membeli dan berkunjung ke Starbucks di Jakarta. Sampel menggunakan non probability sampling. sumber data didapatkan melalui hasil penyebaran kuesioner sebanyak 96 responden. Hasil yang diperoleh yaitu (1) adanya produk berpengaruh signifikan terhadap keputusan pembelian, (2) harga tidak berpengaruh signifikan terhadap keputusan pembelian, (3) tempat tidak berpengaruh signifikan terhadap keputusan pembelian, (4) promosi berpengaruh signifikan terhadap keputusan pembelian, (5) proses tidak berpengaruh signifikan terhadap keputusan pembelian, (6) orang berpengaruh signifikan terhadap keputusan pembelian, (7) bukti fisik tidak berpengaruh signifikan terhadap keputusan pembelian. Keterbatasan penelitian karena adanya pandemi, penyebaran menggunakan G-form sehingga kurang pendekatan pada responden.

Kata kunci : *Marketing mix, SmartPLS3.0, Keputusan Pembelian*