

Abstract

This study aims to analyze the influence of the marketing mix (7P) and Brand Image on the purchasing decisions of horticultural seed products, focusing on Cap Panah Merah products in Jombang Regency. PT East West Seed Indonesia, with the Cap Panah Merah trademark, is a market leader in the horticultural seed industry in Indonesia. This study employs a mixed-method approach, combining both qualitative and quantitative methods, with 100 farmer respondents from East Java who are users of Cap Panah Merah products, and stakeholders of Cap Panah Merah as informants. The results of this study show that: 1. Marketing mix and Brand Image have a significant impact on purchasing decisions; 2. The Marketing Mix has a significant partial influence on consumer purchasing decisions for Cap Panah Merah products; 3. Brand Image does not have a significant partial effect on consumer purchasing decisions for Cap Panah Merah products in Jombang Regency. Product, promotion, and brand image are the main determinants affecting purchasing decisions. This study provides important contributions to the marketing strategies for horticultural seed products in Indonesia.

Key Words: Marketing Mix, Brand Image, Buying Decision

DAFTAR ISI

HALAMAN PERNYATAAN ORISINALITAS	i
PERSEMBAHAN.....	ii
RINGKASAN	iii
ABSTRAK	iv
KATA PENGANTAR	v
BAB I PENDAHULUAN	1
1.1. LATAR BELAKANG	1
1.2. RUMUSAN MASALAH	3
1.3. TUJUAN PENELITIAN	3
1.4. MANFAAT PENELITIAN	4
BAB II TINJAUAN PUSTAKA.....	5
2.1. MARKETING MIX	5
2.1.1. <i>PRODUCT</i>	6
2.1.2. (<i>Price</i>) Harga	9
2.1.3. <i>Promotion</i> (Promosi).....	10
2.1.4. (<i>Place</i>) Tempat	12
2.1.5. (<i>People</i>) Karyawan.....	13
2.1.6. <i>Process</i> (proses).	13
2.1.7. <i>Physical evidence</i> (bukti fisik).	13
2.2. BRAND IMAGE	15
2.2.1. <i>Brand</i> (Merek).....	15
2.2.2. <i>Brand Image</i>	15
2.2.3. Faktor Pembentuk <i>Brand Image</i>	16
2.3. KEPUTUSAN PEMBELIAN KONSUMEN.....	20
2.3.1. Perilaku Konsumen.....	20
2.3.2. Keputusan Pembelian.....	20
2.3.3 Tahapan Pengambilan Keputusan Pembelian.....	22
2.3.4. Struktur Keputusan Pembelian	27
2.4. KERANGKA PEMIKIRAN	33
2.5. PENELITIAN TERDAHULU.....	37
2.6. HIPOTESIS	49
BAB III METODOLOGI PENELITIAN.....	50
3.1. RANCANGAN dan DESIGN PENELITIAN	50

3.2. Lokasi Penelitian, Populasi dan Sampel.....	51
3.2.1. Lokasi & Waktu Penelitian	51
3.2.2. Teknik Penentuan Responden dan Sampel	52
3.3. DEFINISI OPERASIONAL VARIABEL.....	54
3.4. DATA PENELITIAN	56
3.5. METODE ANALISIS DATA	57
3.5.1. ANALISIS KUALITATIF.....	57
3.5.2. ANALISIS KUANTITATIF	59
BAB IV.....	66
HASIL DAN PEMBAHASAN	66
4.1.HASIL PENELITIAN	66
4.2. DESKRIPSI VARIABEL PENELITIAN	69
4.3. ANALISIS DATA	73
4.4. UJI ASUMSI KLASIK.....	76
4.5. ANALISIS REGRESI LINIER BERGANDA.....	80
4.6. UJI KOEFISIEN DETERMINAN	81
4.7. HASIL UJI HIPOTESIS.....	82
4.8. HASIL PENELITIAN KUALITATIF	85
4.9. HASIL ANALISIS PENELITIAN KUALITATIF	98
4.10. PEMBAHASAN	104
BAB V.....	110
PENUTUP	110
5.1. KESIMPULAN.....	110
5.2. SARAN.....	111
DAFTAR PUSTAKA	112