INTISARI

Penelitian ini bertujuan untuk menganalisis marketing mix-7p *(product, price, promotion, place, people, process, dan physical evidence)* terhadap keputrusan pembelian produk dan jasa klinik kecantikan Larissa aesthetic center di Yogyakarta yang minimal umur 17 tahun dan pernah melakukan perawatan atau membeli produk Larissa Aethetic Center minimal 2 kali dalam 6 bulan terakhir. Objek penelitian ini adalah Klinik kecantikan Larissa Aesthetic Center di Yogyakarta. Jumlah sampel penelitian ini 210 responden. Metode pengambilan sampel yang digunakan penelitian ini menggunakan metode *purposive sampling,* sebagai teknik pengumpulan datanya menggunakan kuisioner. Data diolah menggunakan analisis jalur pada hasil regresi linier berganda yang menggunakan software IBM SPSS Statistics 21.

Hasil analisis yang dilakukan menunjukan bahwa marketing mix-7p berpengaruh signifikan terhadap keputusan pembelian. Produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Lokasi berpengaruh positif dan signifikan terhadap keputusan pembelian. Orang berpengaruh positif dan signifikan terhadap keputusan pembelian. Proses berpengaruh positif dan signifikan terhadap keputusan pembelian. Bukti fisik berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci : Produk, Harga, Promosi, Lokasi, Orang, Proses, Bukti Fisik, dan Keputusan Pembelian

ABSTRACT

This study aims to analyze the marketing mix-7p (product, price, promotion, place, people, process, and physical evidence) on the purchase of products and services of beauty clinic Larissa aesthetic center in Yogyakarta which is at least 17 years old and has ever done maintenance or buying Larissa Aethetic Center products at least 2 times in the last 6 months. The object of this research is the beauty clinic Larissa Aesthetic Center in Yogyakarta. The sample size is 210 respondents. Sampling method used this research using purposive sampling method, as the data collection technique using questionnaire. The data were processed using path analysis on multiple linear regression results using IBM SPSS Statistics 21 software.

The results of the analysis show that marketing mix-7p have significant effect on purchasing decision. The product has a positive and significant effect on the purchasing decision. Price has a positive and significant effect on purchasing decision. Promotion has a positive and significant impact on purchasing decisions. Locations have a positive and significant impact on purchasing decisions. People have a positive and significant impact on purchasing decisions. The process has a positive and significant impact on purchasing decisions. Physical evidence has a positive and significant impact on purchasing decisions.

Keywords: Product, Price, Promotion, Place, People, Process, Physical Evidence, and Purchasing decisions