

INTISARI

Penelitian ini bertujuan untuk menganalisis Pengaruh Persepsi Konsumen pada Strategi Bauran Pemasaran terhadap Keputusan Pembelian Jasa Perawatan Sepatu (Studi Kasus pada pengguna Jasa Perawatan Sepatu di Shoes Medical Yogyakarta. Subjek dalam penelitian ini adalah masyarakat yang kebetulan bertempat tinggal di Yogyakarta yang telah membeli dan menggunakan jasa perawatan sepatu di Shoes Medical.

Berdasarkan analisis yang telah dilakukan oleh peneliti diperoleh hasil bahwa strategi bauran pemasaran jasa yang terdiri dari produk, harga, promosi, lokasi, dan proses berpengaruh signifikan terhadap keputusan pembelian jasa perawatan sepatu di Shoes Medical Yogyakarta, sedangkan strategi bauran pemasaran yang terdiri dari layanan pelanggan dan lingkungan fisik tidak berpengaruh signifikan terhadap keputusan pembelian jasa perawatan sepatu di Shoes Medical Yogyakarta.

Kata Kunci : Bauran Pemasaran Jasa, Produk, Harga, Promosi, Lokasi, Layanan Pelanggan, Proses, Lingkungan fisik, Keputusan Pembelian

ABSTRACT

This study aims to analyze the Influence of Consumer Perception In Strategies Marketing Mix On Purchase Decision Shoe Care Service (Case Study on Shoes Medical Shoe Care Service user in Yogyakarta. The subjects in this study were the people who happened to reside in Yogyakarta, who had bought and used Shoes Medical shoe care service.

Based on the analysis that had been done, the result show that marketing mix strategies which consists of product, price, promotion, place, dan process had a significant effect on the purchase decision of the shoe care service in Shoes Medcial Yogyakarta, meanwhile marketing mix strategies which consists of customer service and physical evidence no has signifikan effect on the purchase decision of shoe care service in Shoes Medical Yogyakarta.

Keyword : Service Marketing Mix, Product, Price, Promotion, Place, Customer Service, Process, Physical Evidence, Purchase Decision