

## ABSTRAK

Skripsi dengan judul “Pengaruh *Marketing Mix* Terhadap Keputusan Pembelian Mobil Bekas Pada Harris Mobil Surabaya” ini ditulis oleh Ilham Wahyu Setiawan, NIM. 18210752, Program Studi Manajemen, pembimbing I Iwang Suwangsih, SS., MM dan pembimbing II Anita Kartika Sari, ST., MT., MM.

Penelitian ini dilatarbelakangi oleh pertumbuhan industri otomotif khususnya penjualan kendaraan baru di Indonesia menunjukkan peningkatan penjualan yang cukup pesat. Tren pertumbuhan tersebut juga diikuti dengan meningkatnya penjualan kendaraan bekas, salah satunya di kota Surabaya adalah showroom Harris Mobil. Dalam menghadapi persaingan yang semakin sengit, showroom Harris Mobil perlu untuk mengembangkan usahanya. Berdasarkan permasalahan tersebut terdapat masalah terkait dengan *marketing mix* dan menunjukkan adanya fluktuasi cenderung menurun pada penjualan di masa pandemi *covid-19* sehingga perusahaan perlu menyusun strategi pemasaran yang tepat.

Penelitian ini bertujuan untuk menguji pengaruh *marketing mix* terdiri dari variabel promosi, kualitas produk, dan harga secara parsial terhadap keputusan pembelian mobil bekas pada Harris Mobil Surabaya, serta untuk menguji pengaruh variabel promosi, kualitas produk, dan harga secara bersama-sama terhadap keputusan pembelian mobil bekas pada Harris Mobil Surabaya. Data diperoleh dari penyebaran kuesioner kepada pelanggan yang pernah membeli produk Harris Mobil Surabaya selama tahun 2021 sebanyak 150 pelanggan dan digunakan sebagai populasi penelitian, sedangkan sampel dari penelitian ini sebanyak 97 responden.

Pada penelitian ini menggunakan metode kuantitatif. Berdasarkan hasil olah data menggunakan *software* SPSS versi 25 menunjukkan bahwa uji validitas dan reliabilitas terhadap seluruh pertanyaan yang telah dipaparkan terbukti valid dan reliabel. Hasil uji asumsi klasik menunjukkan bahwa data pada penelitian ini berdistribusi normal serta tidak terjadi adanya gejala multikolonieritas, dan heteroskedastisitas. Hasil dari uji persamaan regresi linier berganda dan uji t menunjukkan variabel independen promosi dan kualitas produk tidak berpengaruh signifikan terhadap keputusan pembelian, sedangkan harga berpengaruh positif signifikan terhadap keputusan pembelian. Hasil dari uji F menunjukkan bahwa promosi, kualitas produk, dan harga secara bersama-sama berpengaruh positif signifikan terhadap keputusan pembelian mobil bekas pada Harris Mobil Surabaya. Sedangkan berdasarkan hasil uji koefisien determinasi nilai *adjusted R square* (*Adjust R<sup>2</sup>*) sebesar 0,560.

**Kata Kunci :** Promosi, Kualitas Produk, Harga, Keputusan Pembelian

## **ABSTRACT**

A research with the title "The Effect of Marketing Mix on Used Car Purchase Decisions at Harris Mobil Surabaya" was written by Ilham Wahyu Setiawan, NIM. 18210752, Management Study Program, supervisor I Iwang Suwangsih, SS., MM and supervisor II Anita Kartika Sari, ST., MT., MM.

This research is motivated by the growth of the automotive industry, especially sales of new vehicles in Indonesia, which shows a fairly rapid increase in sales. This growth trend was also followed by an increase in sales of used vehicles, one of which in the city of Surabaya is the Harris Mobil showroom. In the face of increasingly fierce competition, Harris Mobil's showroom needs to expand its business. Based on these problems, there are problems related to the marketing mix and show that there are fluctuations that tend to decrease in sales during the covid-19 pandemic, so companies need to develop appropriate marketing strategies.

This study aims to examine the effect of the marketing mix consisting of promotion variables, product quality, and price partially on the decision to purchase a used car at Harris Mobil Surabaya, as well as to examine the effect of the promotional variables, product quality, and price together on car buying decisions. used on Harris Mobil Surabaya. Data were obtained from distributing questionnaires to customers who had purchased Harris Mobil Surabaya products during 2021 as many as 150 customers and used as the research population, while the sample from this study was 97 respondents.

In this study using quantitative methods. Based on the results of data processing using SPSS version 25 software, it shows that the validity and reliability tests for all questions that have been presented have been proven valid and reliable. The results of the classical assumption test showed that the data in this study were normally distributed and there were no symptoms of multicollinearity and heteroscedasticity. The results of the multiple linear regression equation test and t test show that the independent variables of promotion and product quality have no significant effect on purchasing decisions, while price has a significant positive effect on purchasing decisions. The results of the F test show that promotion, product quality, and price together have a significant positive effect on the decision to buy a used car at Harris Mobil Surabaya. Meanwhile, based on the results of the coefficient of determination the value of adjusted R square (Adjust R2) is 0.560.

**Keywords:** Promotion, Product Quality, Price, Purchase Decision