

**PENGARUH BAURAN PROMOSI (*PROMOTION MIX*) TERHADAP
MINAT BELI KOSUMEN MADU PERHUTANI
(Studi Kasus di Outler Madu Perhutani Jalan Laswi Bandung)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh positif yang signifikan dari Bauran Promosi (*Promotion Mix*) secara simultan terhadap minat beli konsumen madu perhutani. Objek penelitian ini adalah Madu Perhutani di Outlet Jalan Laswi Bandung.

Metode yang digunakan adalah metode deskriptif dan verifikatif, dengan teknik pengumpulan data yaitu studi dokumen dan studi kepustakaan. Rancangan pengujian hipotesis menggunakan analisis regresi linear sederhana, analisis korelasi, analisis koefisien determinasi, dan pengujian hipotesis uji t.

Jumlah sample yang digunakan peneliti mewakili populasi sebanyak 100 orang. Penelitian ini merupakan penelitian kuantitatif dan menggunakan instrumen kuesioner yang kemudian hasil analisisnya melalui regresi sederhana, dalam perhitungan menggunakan software SPSS 20.

Hipotesis dari penelitian ini adalah terdapat pengaruh bauran promosi (*Promotion Mix*) terhadap Minat Beli, hasil uji statistik memperlihatkan Nilai sig (p-value) bauran promosi (X) sebesar $0.000 \leq 0.05$, artinya bauran promosi berpengaruh terhadap minat beli dan besar kontribusi atau pengaruh variable bauran promosi terhadap minat beli penjualan sebesar 32.6 %

Kata kunci : bauran promosi, minat beli

**PROMOTION MIX EFFECT ON CONSUMER BUYING INTEREST HONEY
PERHUTANI
(A Case Study in Honey Outlet Perhutani Laswi Bandung)**

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ABSTRACT

This study aims to determine the effect of significant positive simultaneously Promotion Mix on consumer buying interest perhutani honey . The object of this study is Honey Perhutani in Laswi Road Outlet Bandung .

The method used is descriptive and verification methods, the data collection techniques that study the documentation and study of literature. The design of hypohthesis testing using simple linear regression analysis, correlation analysis, coefficient of determination analysis, and hypothesis testing t test to determine significant positive influence of promotion mix simultaneously on buying interest.

The number of sample used to represent a population of 100 people. This research is quantitative research and the use of instruments in the from of a questionnaire then the results are analyzed by simple regression, in calculation using software SPSS 20 for windows.

The hypothesis of this study is that there is the influence of the promotion mix to buying interest, test result showed statistically sig value (p-value) promotion mix (X) of $0.000 \leq 0.05$ means the promotion mix effect the buying interest and the contribution or influence the promotion mix variable variable buying interest is 32.6 %

Keyword : Promotion Mix, Buying Interest