

**ANALISIS PENGARUH BAURAN PEMASARAN TERHADAP
MINAT BELI KONSUMEN PRODUK SIRUP MARKISA PADA
USAHA AGROINDUSTRI RUMAH MARKISA NOERLEN DI
KOTA MEDAN**

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Abstrak

Minat beli dipengaruhi oleh pengalaman konsumen terkait harga, merek, promosi, iklan, layanan, suasana dan lokasi. Penelitian ini bertujuan untuk mendeskripsikan profil usaha, bauran pemasaran dan minat beli produk sirup markisa Noerlen, serta menganalisis pengaruh bauran pemasaran terhadap minat beli konsumen. Penelitian dilakukan pada Rumah Markisa Noerlen yang terletak di Kota Medan. Penelitian ini menggunakan metode deskriptif kuantitatif dengan pendekatan survei dan analisis Regresi Logistik untuk mengetahui pengaruh bauran pemasaran terhadap minat beli. Sampel ditentukan dengan menggunakan teknik *accidental sampling* melalui rumus *Linear Time Funtion*. Jumlah sampel adalah 63 responden. Variabel-variabel pada penelitian ini yaitu *independent variable* (produk, harga, tempat, promosi, orang, proses, bukti fisik) dan *dependent variable* (minat beli). Hasil penelitian menunjukkan bahwa usaha ini didirikan pada tahun 1985. Produk yang dihasilkan tanpa bahan pengawet sintetis, dengan harga mulai dari Rp 50.000 – Rp. 160.000. Penjualan dilakukan *offline* di *outlet* dan *online* melalui *marketplace*. Promosi dilakukan melalui media sosial, penjualan perseorangan, *sponsorship* dan pemasaran langsung. Karyawan memberikan pelayanan secara informatif dan tepat waktu. Proses pembayaran tersedia secara tunai dan nontunai. Bukti fisik di *outlet* memiliki nuansa khas batak dengan aroma yang wangi. Sebanyak 77,8% responden menyatakan berminat, sementara 22,2% responden menyatakan tidak berminat. Uji regresi logistik menunjukkan bahwa secara simultan semua variabel bebas berpengaruh signifikan terhadap minat beli. Secara parsial variabel produk, tempat, promosi dan bukti fisik berpengaruh signifikan terhadap minat beli sirup markisa Noerlen. Pelaku usaha diharapkan dapat melakukan inovasi pada kemasan, memperluas distribusi, aktif dalam mempromosikan secara *online* dan memperluas fasilitas tempat parkir agar konsumen lebih nyaman ketika berkunjung.

Kata Kunci: Bauran Pemasaran, Minat Beli, Regresi Logistik, Sirup Markisa

THE INFLUENCE OF MARKETING MIX ON CONSUMER PURCHASING INTEREST IN PASSION FRUIT SYRUP AT THE NOERLEN PASSION FRUIT AGROINDUSTRY IN MEDAN CITY

Abstract

Several factors influence consumer purchasing interest, including price, brand, promotion, advertising, service, atmosphere, and sales location. This research aims to describe the business profile, marketing mix, and purchase interest in the Noerlen passion fruit syrup agroindustry, as well as analyze the influence of the marketing mix on consumer purchase interest. The research uses a quantitative descriptive method with a survey approach. The data was analyzed using Logistic Regression analysis to determine the influence of the marketing mix on purchase interest. The sample was determined using the accidental sampling technique through the Linear Time Function formula with a total sample of 63 respondents. The independent variables used in the study are product, price, place, promotion, people, process, and physical evidence), while the dependent variable is purchasing interest. The research found that the business was established in 1985. The products are made without synthetic preservatives, with prices starting from Rp 50,000 to Rp 160,000. Sales are conducted not only offline at outlets but also online through marketplaces. Regarding promotion, the Noerlen passion fruit syrup agroindustry uses social media, individual sales, sponsorship, and direct marketing. The study also found that employees have provided informative and timely services to consumers. The company also provides services for cash and non-cash payments. Finally, related to physical evidence, the agroindustry sales outlet has a distinctive Batak nuance with a fragrant aroma. Furthermore, the study found that as many as 778% of respondents were interested in purchasing passion fruit syrup produced by Noerlen Passion Fruit Agroindustry, while 22.2% were not. The logistic regression test shows that all independent variables significantly affect the consumer's purchase interest. Partially, only the product, place, promotion, and physical evidence significantly influence the consumer's purchase interest in Noerlen passion fruit syrup. Based on the findings, the business owner should innovate in packaging, expand the marketing area, actively promote online, and expand parking facilities to make consumers more comfortable when visiting.

Keywords: *Marketing Mix, Purchase Interest, Logistic Regression, Passion Fruit Syrup*