

## INTISARI

Penelitian ini bertujuan mengetahui pengaruh bauran pemasaran yang terdiri dari produk, harga, promosi, tempat, pelayanan, *word of mouth* secara parsial terhadap keputusan pembelian konsumen pada CV. Ragam Jaya Medica.

Sedangkan teknik analisa yang digunakan adalah analisa regresi linier berganda guna menunjukkan besarnya pengaruh bauran pemasaran yang terdiri dari produk, harga, promosi, tempat, pelayanan dan *word of mouth* secara parsial terhadap keputusan pembelian pada CV. Ragam Jaya Medica.

Hasil pengujian secara parsial menunjukkan dari 6 variabel yang digunakan model penelitian yaitu produk, harga, promosi, tempat, pelayanan dan *word of mouth*, semua variabel bebas tersebut mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian pada CV. Ragam Jaya Medica. Hasil ini menunjukkan bahwa produk berpengaruh signifikan dan positif terhadap keputusan pembelian, harga berpengaruh signifikan dan positif terhadap keputusan pembelian, promosi berpengaruh signifikan dan positif terhadap keputusan pembelian, tempat berpengaruh signifikan dan positif terhadap keputusan pembelian, pelayanan berpengaruh signifikan dan positif terhadap keputusan pembelian, *word of mouth* berpengaruh signifikan dan positif terhadap keputusan pembelian. Berdasarkan hasil menunjukkan bahwa harga berpengaruh paling dominan terhadap keputusan pembelian.

Kata Kunci : Pengaruh Bauran Pemasaran, *Word Of Mouth*, Harga, dan Keputusan Pembelian

## ABSTRACT

*This research is meant to find out the influence of mix market which partially consists of product, price, promotion, place, service, word of mouth to the customer purchasing decision at CV. Ragam Jaya Medica.*

*Meanwhile, the analysis technique has been conducted by using multiple linear regressions analysis in order to shows the amount of influence of mix market which partially consists of product, price, promotion, place, service, word of mouth to the customer purchasing decision at CV. Ragam Jaya Medica.*

*The result of partial test shows that from 6 variables which have been used as research models i.e. product, price, promotion, place, service, word of mouth to the customer purchasing decision at CV. Ragam Jaya Medica. This result shows that product has positive and significant influence to the purchasing decision; price has positive and significant influence to the purchasing decision; promotion has positive and significant influence to the purchasing decision; place has positive and significant influence to the purchasing decision; service has positive and significant influence to the purchasing decision; word of mouth has positive and significant influence to the purchasing decision. Based on the result indicates that price has dominant influence to the purchasing decision.*

**Keywords:** *The influence of mix market, word of mouth, price, and purchasing decision.*

