

ABSTRAKSI

Analisis Marketing Mix Terhadap Pembelian Rumah Di perumahan Balikpapan Regency Balikpapan.

Tujuan penelitian tersebut adalah Untuk mengetahui Pengaruh varabel Marketing Mix secara simultan yaitu variabel produk (Product), Harga (Price), tempat (Place), dan Promosi (Promotion) terhadap Pembelian Rumah Di Perumahan Regency Balikpapan serta untuk mengetahui diantara variabel produk (Product), Harga (Price), tempat (Place), dan Promosi (Promotion) yang dominan mempunyai pengaruh terhadap Pembelian Rumah Di Perumahan Regency Balikpapan.

Hasil Penelitian diperoleh persamaan regresi linear berganda:

$$Y = -0,615 + 0,420 X_1 + 0,319 X_2 + 0,215 X_3 + 0,284 X_4$$

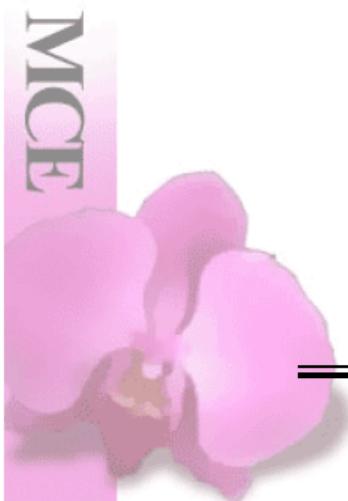
Berdasarkan pengujian secara simultan diperoleh hasil diketahui F-hitung = 94,335 > F-tabel = 2,33 artinya bahwa variabel Produk (X_1), Harga (X_2), Tempat (X_3), Promosi (X_4) mempunyai pengaruh yang signifikan terhadap Pembelian (Y) Unit Rumah di Perumahan Balikpapan Regency Balikpapan.

Nilai koefisien korelasi (R) = 0,897 berarti terdapat adanya hubungan yang kuat antara variabel Produk (X_1), Harga (X_2), Tempat (X_3), Promosi (X_4) mempunyai pengaruh yang signifikan terhadap Pembelian (Y) Unit Rumah di Perumahan Balikpapan Regency di Balikpapan dengan nilai koefisien korelasi (R) = 0,897 yang mendekati angka 1.

Diperoleh nilai koefisien determinasi (R^2) = 0,804 nilai ini menunjukkan bahwa kontribusi variabel kualitas pelayanan yaitu variabel Produk (X_1), Harga (X_2), Tempat (X_3), Promosi (X_4) mempunyai pengaruh yang signifikan terhadap Pembelian (Y) Unit Rumah di Perumahan Balikpapan Regency Balikpapan sebesar 80,4 % dan sisanya sebesar 19,6 % merupakan kontribusi variabel lain yang tidak masuk analisis penelitian ini.

Secara Parsial Harga (X_2) merupakan variabel yang dominan mempunyai pengaruh terhadap variabel Pembelian (Y) Unit Rumah di Perumahan Balikpapan Regency di Balikpapan dengan diperoleh nilai t-hitung = 4,114 > t-tabel = 1,99 sig 0,000 < 0,05 dan nilai koefisien korelasi parsialnya (r) sebesar 0,394 yang berarti bahwa variabel Harga (X_2) terbukti mempunyai pengaruh yang signifikan terhadap Pembelian (Y) Unit Rumah di Perumahan Balikpapan Regency Balikpapan dan nilai pengujian dari variabel Harga lebih besar dari ketiga variabel bebas lainnya yaitu Produk (X_1), Tempat (X_3), Promosi (X_4).

Kata Kunci : Produk , Harga, Tempat, Promosi ,Pembelian.



ABSTRACTION

Analysis of Marketing Mix Against Buying Houses In residential Balikpapan Balikpapan Regency.

The purpose of these studies is to know the effect of variable Marketing Mix simultaneously variable product (Product), Price (Price), place (Place) and promotion (Promotion) towards Purchase Housing Regency Balikpapan and to know among the variable product (Product) , Price (Price), place (place) and promotion (Promotion) dominant have an influence on Purchasing Home In Housing Regency Balikpapan.

Results obtained by multiple linear regression equation:

$$Y = -0,615 + 0,420 X_1 + 0,319 X_2 + 0,215 X_3 + 0,284 X_4$$

Based on the simultaneous testing result is known F-count = 94.335 > F-table = 2.33 means that the variable Products (X1), Price (X2), Points (X3), promotion (X4) has a significant influence on Purchases (Y) Unit Regency House in Housing Balikpapan Balikpapan.

The correlation coefficient (R) = 0.897 means there is a strong correlation between the variables Product (X1), Price (X2), Points (X3), promotion (X4) has a significant influence on Purchases (Y) Unit House in Housing Balikpapan Regency Balikpapan with correlation coefficient (R) = 0.897 which is very close to 1.

Obtained the coefficient of determination (R^2) = 0.804 this value indicates that the contribution of service quality variable is the variable product (X1), Price (X2), Points (X3), promotion (X4) has a significant influence on Purchases (Y) Unit House in housing Balikpapan Regency in Balikpapan by 80.4% and the remaining 19.6% is contributed by other variables not get in this analysis.

The test results Partial Price (X2) is the dominant variable that has an influence on Purchasing variable (Y) Unit Regency House in Housing Balikpapan Balikpapan with values obtained t count = 4.114 > t-table 1.99 sig = 0.000 < 0.05 and the correlation coefficient partial (r) of 0.394, which means that the variable Price (X2) shown to have a significant influence on Purchases (Y) Unit House in Housing Balikpapan Regency Balikpapan and test value of the variable price is greater than the three other independent variables namely Product (X1), Points (X3), promotion (X4).

Keywords: Product, Price, Place, Promotion, Purchase

