

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *product, price, place, promotion, people, process, dan customer services* terhadap minat beli studi kasus bank bjb cabang Tegal. Dalam penelitian ini, sampel yang diambil sebanyak 200 orang responden. Peneliti menggunakan metode penelitian kuantitatif. Teknik yang digunakan dalam pengambilan sampel yaitu *non probability sampling*. Jenis data yang digunakan dalam penelitian ini adalah data primer. Teknik pengumpulan data menggunakan Kuesioner. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis uji asumsi klasik, analisis regresi berganda, dan uji hipotesis. Hasil penelitian yang diolah dengan program *SPSS 24 for windows* menunjukkan bahwa nilai *Adjusted R Square* sebesar 0,621 artinya 62,1%, Variabel minat beli dapat dijelaskan oleh variabel independen dalam penelitian *product, price, place, promotion, people, process, dan customer services* sedangkan sisanya 38,9% dijelaskan oleh variabel lainnya yang tidak diteliti atau tidak masuk dalam model regresi ini. Hasil uji simultan (Uji F) menunjukkan nilai signifikansi $0,000 < 0,05$, (X_1) *product*, (X_2) *price*, (X_3) *place*, (X_4) *promotion*, (X_5) *people*, (X_6) *process*, (X_7) *customer service* secara simultan berpengaruh terhadap variabel (Y) minat beli. Hasil uji parsial (Uji t) yang berpengaruh terhadap minat beli adalah variabel *price, place, promotion, people, dan customer services*. Sedangkan variabel *product dan process* tidak berpengaruh terhadap minat beli.

Kata kunci: *bauran pemasaran, bauran pemasaran 7P, minat beli.*

ABSTRACT

This research aims to determine the influence of product, price, place, promotion, people, process, and customer services on buying interest in case study of bank bjb branch Tegal. In this research, the samples taken were 200 respondents. This research used quantitative research methods. The technique used in sampling is non probability sampling. The type of data used in this research is primary data. The technique of collecting data uses a questionnaire. The data analysis technique used in this research are the classical assumption test analysis, multiple regression analysis, and hypothesis testing. The results of the research which were processed using the SPSS 24 for Windows program showed that the Adjusted R Square value of 0.621 means 62.1%. Variable buying interest can be explained by the independent variables in product, price, place, promotion, people, process, and customer services. The remaining 38.9% is explained by other variables which are not examined or not included in this regression model. Simultaneous test results (F Test) show a significance value of $0,000 < 0,05$, (X1) product, (X2) price, (X3) place, (X4) promotion, (X5) people, (X6) process, (X7) customer simultaneous service affects variable (Y) buying interest. The partial test results (t test) that influence buying interest are price, place, promotion, people, and customer services variables. Meanwhile the product and process variables have no effect on buying interest.

Keywords: *marketing mix, 7P marketing mix, buying interest.*