

ABSTRACT

One's desire to fulfill spiritual needs is increasingly volatile, one of which is to go on a pilgrimage to the holy land. This has resulted in the emergence of competition between companies/cv/organizations that are always trying to think and design strategies to attract customers so that they are not less competitive with others and are popular among the public. With the marketing mix implemented by PT Pegadaian (Persero) Nganjuk, it will be easier to embrace customers in fulfilling these desires and can provide their own satisfaction. The method used in this research is descriptive research analysis with the type of data in the form of quantitative. Meanwhile, to analyze the data obtained, validity and reliability tests were used which were processed with SPSS 23. The sampling method was non-probability sampling with incidental sampling technique, namely by distributing questionnaires to respondents but randomly. The target respondents in this study are customers at PT Pegadaian (Persero) Nganjuk Branch who have the desire and sufficient guarantee to use the Hajj savings bailout service through this Arrum Haji product. The method of data analysis in this study used a simple linear regression test. Based on the results of the analysis of 100 respondents, the value for the Marketing Mix variable is 96% which is categorized as high or good, and the value for the buying interest variable is 91% which is categorized as high or good. And using a simple linear regression equation that is $Y = - 6.488 + 0.244X$ and the coefficient of determination (R^2) is 0,849 or 84,9% which shows that the influence of the marketing mix on buying interest at PT Pegadaian (Persero) Nganjuk Branch on Arrum Haji products is equal to 84,9% while the remaining 15,1% is influenced by other variables outside of this study.

Keywords: *Marketing Mix, Purchase Interest, Arrum Haji*