ABSTRACT

Since the COVID 19 pandemic in 2020, the spread of this virus has continued

to increase significantly, resulting in an impact on public health and the Indonesian

economy. SME in Indonesia have continued to increase in recent years. SME play an

important role in the Indonesian economy.

This study aims to analyze the influence of Marketing Mix 7Ps on Consumer

Purchasing Decision at Kopi Kuchink Solo. A good and implemented marketing mix

strategy will raise consumer purchasing decision in a business sector

This study using quantitative method with a type of descriptive-causality

research. Sampling is done by non-probability sampling method with the total number

of 100 respondents. The data analysis techniques used are descriptive analysis and

simple lienar regression analysis. As for hypothesis testing using t-test and

determination coefficients test.

The result of this study stated that the marketing mix 7Ps is proven to have a

significant effect on consumer purchasing decisions as evidenced by the t-count value

of 2.828 > t-table value of 1.98447 and a significance value of 0.000 < 0.05. The

magnitude of the influence between marketing mix 7Ps variables on consumer

purchase decision variables is 7.5% and the remaining 92.5% is influenced by other

factors in other variables that were not measured in this study.

Keywords: SME, Marketing Mix 7Ps, Consumer Purchase Decision

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