

ABSTRAK

Lautan Berlian Mobil merupakan perusahaan di bidang jasa jual beli mobil bekas yang saat ini belum memiliki tempat dagang, sehingga hanya berjualan secara online melalui Instagram, Facebook, Olx, dan Whatsapp, tidak adanya *showroom* mobil menyebabkan waktu konsumen untuk memperoleh informasi kurang, konsumen harus mengatur jadwal terlebih dahulu ketika akan melihat mobil secara langsung dan berdampak pada penjualan yang terbatas, dimana perusahaan mulai menciptakan hubungan dengan memberikan kepuasan kepada konsumen, dengan memberikan produk yang diminati sehingga memberikan keuntungan besar. Variabel komponen bauran pemasaran meliputi *product, price, place, promotion, people, process, physical evidence* memiliki dampak positif dan signifikan terhadap keputusan pembelian di CV Lautan Berlian Mobil. Namun, dari seluruh variabel tersebut tetap ada variabel yang memiliki pengaruh besar terhadap keputusan pembelian, yaitu variabel *promotion, people, dan physical evidence*. Bauran pemasaran melalui (*product, price, place, process*) sudah sangat baik dan kualitas produk yang baik dapat meningkatkan kepercayaan pembeli terhadap keputusan pembelian.

Kata kunci: Mobil bekas, Penjualan, 7P, Keputusan pembelian, Bauran pemasaran.

ABSTRACT

Lautan Berlian Mobil is a company in the field of buying and selling used cars which currently does not have a trading place, so it only sells online through Instagram, Facebook, Olx and WhatsApp, the absence of a car showroom causes consumers to have less time to obtain information, consumers must arrange schedule in advance when going to see the car in person and have an impact on limited sales, where the company starts to create relationships by providing satisfaction to consumers, by providing products of interest so as to provide big profits. The variable components of the marketing mix include product, price, place, promotion, people, process, physical evidence that have a positive and significant impact on purchasing decisions at CV Lautan Berlian Mobil. However, of all these variables, there are still variables that have a major influence on purchasing decisions, namely promotion, people, and physical evidence. The marketing mix through (product, price, place, process) is very good and good product quality can increase buyer confidence in purchasing decisions.

Keywords: Used car, Sales, 7P, Buying decision, Marketing mix.