

# TANGGAPAN KONSUMEN TERHADAP BAURAN PEMASARAN DI KEDAI KOPI MARAVILLE COFFEE

Oleh:

**Fatharani Fariha**  
NIM. 15511241044

## ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui: (1) Karakteristik konsumen Maraville Coffee. (2) Tanggapan konsumen terhadap bauran pemasaran 7P (*Product, Price, Place, Promotion, People, Physical Evidence, dan Process*) di Maraville Coffee.

Penelitian ini merupakan penelitian deskriptif kuantitatif. Penelitian dilaksanakan di Maraville Coffee pada bulan Juni – Desember 2019. Populasi penelitian adalah konsumen Maraville Coffee sebanyak 2.100 orang dalam kurun waktu satu bulan. Sampel ditentukan dengan rumus *Slovin* sebanyak 96 responden, selanjutnya sampel ditentukan dengan teknik *insidental sampling*. Pengumpulan data menggunakan angket atau kuesioner dengan *Skala Likert* dan wawancara tidak terstruktur sebagai data pendukung. Hasil uji validitas menyatakan valid dan hasil uji reliabilitas menyatakan nilai *alpha* hitung 0,940 dari 46 butir pernyataan. Analisis data yang digunakan adalah analisis deskriptif kuantitatif.

Hasil penelitian diketahui bahwa: (1) Karakteristik konsumen Maraville Coffee mayoritas berjenis kelamin perempuan, berusia 17-25 tahun, pekerjaan pelajar/mahasiswa, pendapatan 1-3 juta, jarak tempuh > 5 km, dan frekuensi kedatangan 1x/bulan. (2) Tanggapan konsumen secara umum menyatakan baik dengan nilai mean sebesar 21,63. Sedangkan tanggapan konsumen terhadap bauran pemasaran pada aspek *product* sebesar 65,6% kategori baik, aspek *price* sebesar 56,3% kategori baik, aspek *place* 54,2% kategori baik, aspek *promotion* 42,7% kategori baik, aspek *people* 61,5% kategori baik, aspek *physical evidence* 57,3% kategori baik, dan aspek *process* 51,0% kategori sangat baik.

**Kata Kunci:** Bauran Pemasaran, Tanggapan Konsumen, Maraville Coffee

**CONSUMER RESPONSE TO THE MARKETING MIX  
AT MARAVILLE COFFEE COFFEE SHOP**

By:

**Fatharani Fariha**  
NIM. 15511241044

**ABSTRACT**

*This study aims to know: (1) The characteristics of Maraville Coffee consumers. (2) Consumer response to the 7P marketing mix (Product, Price, Place, Promotion, People, Physical Evidence, and Process) at Maraville Coffee.*

*This study is quantitative descriptive. The study was conducted at Maraville Coffee in June - December 2019. The population of this study is 2,100 Maraville Coffee consumers within one month. The sample size of 96 respondents is determined by the Slovin formula, the sampling technique uses incidental sampling technique. Data collection technique uses a questionnaire with a Likert Scale and unstructured interviews as supporting data. The results of the validity test stated valid and the reliability test results stated the alpha value was 0.940 out of 46 statement items. Analysis of the data used quantitative descriptive analysis.*

*The results showed that: (1) Maraville Coffee consumer characteristics are the same between men and women, with ages 17-25 years old, working as students, the income is between 1-3 million, distance traveled > 5 km, and frequency of visit is 1x / month. (2) Consumer responses in general are good with a mean value 21.63. While consumer responses to the marketing mix on product aspects amounted to 65.6% good category, price aspect amounted to 56.3% good category, place aspect 54.2% good category, promotion aspect 42.7% good category, people aspect 61.5 % good category, physical evidence aspect 57.3% good category, and process aspect 51.0% very good category.*

*Keywords: Marketing Mix, Consumer Response, Maraville Coffee*