

ABSTRAK

AGNES KOLIN. *Strategi Bauran Pemasaran Promosi Dan Tempat Dalam Keputusan Pembelian Untuk Meningkatkan Penjualan Sayuran Di Tante Sayur*. Dibimbing oleh ALDON MHP SINAGA dan JENNY ELISABETH.

Penelitian ini dilatarbelakangi oleh penjualan Tante Sayur yang tidak sesuai harapan pasca pandemi Covid-19. Penurunan jumlah penjualan dapat disebabkan karena perubahan preferensi konsumen. Penelitian ini bertujuan mengetahui segmentasi konsumen yang membeli sayuran di Tante Sayur dan mengetahui preferensi konsumen Tante Sayur atas bauran promosi dan tempat. Responden dipilih dengan teknik *quota sampling*. Jumlah sampel responden adalah 120 orang. Pengolahan data dalam penelitian ini menggunakan analisis deskriptif. Hasil penelitian menunjukkan segmentasi konsumen Tante Sayur sebagian besar tinggal di Jakarta, berjenis kelamin perempuan, berumur 26 – 35 tahun, berpendidikan terakhir Diploma 4/S1, bekerja sebagai pegawai swasta, memiliki pendapatan >Rp 8.000.001, sudah menikah, memiliki jumlah anggota keluarga 3 – 4 orang, mayoritas memiliki gaya hidup yang mengarah pada gaya hidup sehat. Motivasi utama konsumen Tante Sayur berbelanja di Tante Sayur adalah kesadaran akan kebaikan nutrisi dan manfaat sayuran bagi kesehatan, memiliki kesukaan berbelanja sayur secara *online*, dan frekuensi belanja <5 kali per bulan. Layanan sejenis menjadi alternatif pembelian *online* terbanyak yang dipilih oleh konsumen dan non-konsumen Tante Sayur. Ritel modern menjadi alternatif pembelian *offline* terbanyak oleh konsumen Tante Sayur, sedangkan non-konsumen Tante Sayur lebih memilih ritel tradisional sebagai alternatif belanja *offline* apabila produk yang mereka cari tidak tersedia di Tante Sayur. Instagram menjadi media yang paling banyak digunakan oleh konsumen dan non-konsumen Tante Sayur dalam mengakses informasi Tante Sayur dan lokasi belanja yang paling disukai adalah dekat dengan rumah. Alasan utama konsumen Tante Sayur membeli di Tante Sayur karena produk yang sesuai dengan nilai hidup sehat, ketersediaan sayuran organik, dan adanya kegiatan *silent auction* (lelang sayuran di Instagram). Di sisi lain, non-konsumen Tante Sayur mengharapkan adanya potongan harga jika akan berbelanja di Tante Sayur.

Kata kunci: bauran pemasaran, promosi, tempat

ABSTRACT

AGNES KOLIN. Promotional and place marketing mix strategy in purchase decisions to increase vegetable sales at Tante Sayur. Be guided by ALDON MHP SINAGA and JENNY ELISABETH.

This research was motivated by the sale of Tante Sayur which didn't meet expectations post-Covid-19 pandemic. The decrease in the number of sales could be due to changes in consumer preferences. This study aims to determine the segmentation of consumers who buy vegetables at Tante Sayur and to find out the preference of Tante Sayur's consumers for promotion and place mix. Respondents were selected by quota sampling technique. The number of respondents was 120 people. Data processing in this study uses descriptive analysis. The results of the study show that most of Tante Sayur's consumer segments live in Jakarta, are female, aged 26-35 years who are in early and productive adulthood, have the last education Diploma 4/S1, work as private employees, have income > IDR 8.000.001, are married, have 3-4 family members, the majority have a lifestyle that leads to a healthy lifestyle, the main motivation for Tante Sayur consumers to shop at Tante Sayur is awareness of the benefits of good vegetables for health, have a preference for shopping vegetables online, and have spending frequency <5 times per month. Similar services are the most alternative online purchases chosen by consumers and non-consumers of Tante Sayur, modern retail is the most alternative for offline purchases by consumers of Tante Sayur, non-consumers of Tante Sayur prefer traditional retail as an alternative to offline shopping if the product they are looking for is not available at Tante Sayur, and have motivations that drive them to shop elsewhere. Instagram is the media most used by consumers and non-consumers of Tante Sayur to access Tante Sayur's information and the most preferred shopping location is close to their home. The main reasons for Tante Sayur's consumers to buy at Tante Sayur are because the products are in accordance with the values of a healthy life, the availability of organic vegetables, and the existence of silent auctions (vegetable auctions on Instagram). Meanwhile, non-customers of Tante Sayur expect discounts if they want to shop in Tante Sayur.

Keywords: marketing mix, promotion, place