

ABSTRACT

This study aims to examine and analyze the influence of marketing mix (product, price, promotion, place) and healthy motivation on consumer purchasing decision of healthy snack from Hearty Foodie. The research was design by using conclusive experiment, in casual type, with quantitative and survey methods. The sampling method used is sampling judgmental and the data was analized by multiple regression linear. Data was taken by giving questionnaire to 100 respondents. Respondents are Hearty Foodie's consumer. The result shows that the variable such as product, promotion, and health motivation partially were significantly give effect to purchasing. In other hand, price and place partially were not significantly give effect. Simultaneously, the five independent variables give significant effect to hearty foodie purchasing. The future research can examine and analyze about how mix marketing give effect to consumer satisfaction which is will have direct effect to consumer loyalty and also will give impact to sale and income performance of hearty foodie.

Keyword : product, price, promotion, place, health motivation, marketing mix, consumer buying decision, healthy snack.

ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis pengaruh bauran pemasaran (*product, price, promotion, place*) dan motivasi sehat terhadap keputusan pembelian konsumen produk snack sehat Hearty Foodie. Desain penelitian yang digunakan penulis dalam penelitian ini adalah penelitian konklusif, berjenis riset kausal, dengan metode kuantitatif dan survey. Data diambil menggunakan kuesioner yang diberikan kepada 100 orang responden, dengan teknik pengambilan sampel yang digunakan adalah *sampling judgmental*. Metode analisis yang digunakan adalah regresi linear berganda atau *multiple regression linear*. Hasil penelitian menunjukkan bahwa variabel *product, promotion*, dan motivasi sehat secara parsial berpengaruh signifikan terhadap keputusan pembelian. Sedangkan variabel *price* dan *place* secara parsial tidak berpengaruh signifikan terhadap keputusan pembelian. Secara simultan, kelima variabel bebas *product, price, promotion, place*, dan motivasi sehat berpengaruh signifikan terhadap keputusan pembelian produk Hearty Foodie. Saran untuk penelitian selanjutnya adalah, dilakukannya penelitian pengaruh faktor bauran pemasaran terhadap kepuasan konsumen yang akan berdampak langsung terhadap loyalitas konsumen, yang pada akhirnya akan berdampak langsung terhadap performa penjualan dan pendapatan Hearty Foodie.

Kata kunci : Produk, Harga, Promosi, Distribusi, motivasi sehat, bauran pemasaran, keputusan pembelian, snack sehat.