

ABSTRAK

Pengaruh Marketing Mix dan Sertifikasi Halal Terhadap Minat Beli Produk di Cv. Mubarak Food Cipta Delicia

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Jenang kudu merupakan makanan tradisional yang sangat populer di Indonesia yang berdiri sejak tahun 1910 hingga saat ini dan sudah melewati beberapa generasi. Penelitian ini bertujuan untuk mengetahui pengaruh Implementasi Marketing Mix dan Sertifikasi Halal terhadap Minat Beli Produk di (CV. Mubarak Food Cipta Delicia, Kudus Jawa Tengah). Penelitian ini dilaksanakan dengan menyebarkan kuesioner kepada 200 responden konsumen Jenang yang ada di CV. Mubarak Food Cipta Delicia dengan menggunakan *metode field research*, dengan meneliti objek secara langsung yaitu konsumen di CV. Mubarak Food Cipta Delicia dan menyebarkan kuesioner secara langsung yaitu menggunakan angket dan menggunakan Kode QR. Alat analisa yang digunakan untuk mengukur pengaruh Marketing Mix dan Sertifikasi Halal Terhadap Minat Beli adalah analisa regresi linear berganda dan data diolah menggunakan program SPSS. Hasil penelitian menemukan bahwa produk tidak berpengaruh signifikan terhadap minat beli produk di CV. Mubarak Food Cipta Delicia, bahwa harga berpengaruh positif dan signifikan terhadap Minat Beli Produk di CV. Mubarak Food Cipta Delicia, bahwa tempat berpengaruh positif dan signifikan terhadap minat Beli Produk di CV. Mubarak Food Cipta Delicia, bahwa promosi berpengaruh positif dan signifikan terhadap Minat Beli Produk di CV. Mubarak Food Cipta Delicia, bahwa sertifikasi halal berpengaruh positif dan signifikan terhadap Minat Beli Produk di CV. Mubarak Food Cipta Delicia

Kata Kunci: *Produk, Harga, Tempat, Promosi, Sertifikasi Halal dan Minat Beli*

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ABSTRACT

The Influence Of Marketing Mix And Halal Certification On Buying Interest (Case Study At Cv. Mubarak Food Cipta Delicia)

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Jenang kudu is a very popular traditional food in Indonesia which was founded in 1910 until now and has passed several generations. This study aims to determine the effect of Marketing Mix Implementation and Halal Certification on Product Purchase Intention at (CV. Mubarak Food Cipta Delicia, Kudus Central Java). This research was conducted by distributing questionnaires to 200 respondents of Jenang consumers at CV. Mubarak Food Cipta Delicia using the field research method, by examining objects directly, namely consumers at CV. Mubarak Food Cipta Delicia and distributing questionnaires directly, namely using questionnaires and using QR codes. The analytical tool used to measure the effect of Marketing Mix and Halal Certification on Purchase Intention is multiple linear regression analysis, and the data is processed using the SPSS programme. The results of the study found that the product has no significant effect on product purchase interest at CV. Mubarak Food Cipta Delicia, that price has a positive and significant effect on product purchase interest at CV. Mubarak Food Cipta Delicia, that place has a positive and significant effect on product purchase interest at CV. Mubarak Food Cipta Delicia, that promotion has a positive and significant effect on product purchase interest at CV. Mubarak Food Cipta Delicia, that halal certification has a positive and significant effect on product purchase interest at CV. Mubarak Food Cipta Delicia

Keywords: Product, Price, Place, Promotion, Halal Certification and Buying Interest

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