

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh promosi penjualan dan strategi pemasaran terhadap keputusan pembelian melalui minat beli sebagai variabel intervening pada UMK Durian Mandeh di Pesisir Selatan. Metode pengumpulan data dengan survey dan mengedarkan kuisisioner dengan jumlah 100 sampel. Metode analisis yang digunakan adalah *Structur Equation Modelling* (SEM) dengan *Partial Least Square* (PLS) 3. Berdasarkan hasil penelitian maka diperoleh : (a) terdapat pengaruh positif dan signifikan antara promosi penjualan terhadap minat beli, (b) tidak terdapat pengaruh positif dan signifikan antara strategi pemasaran terhadap minat beli, (c) tidak terdapat pengaruh positif dan signifikan antara promosi penjualan terhadap keputusan pembelian, (d) terdapat pengaruh positif dan signifikan antara strategi pemasaran terhadap keputusan pembelian (e) terdapat pengaruh positif dan signifikan antara minat beli terhadap keputusan pembelian, (f) minat beli mampu memediasi hubungan promosi penjualan terhadap keputusan pembelian, (g) dan minat beli mampu memediasi hubungan strategi pemasaran terhadap keputusan pembelian.

Kata Kunci : Promosi Penjualan, Strategi Pemasaran, Minat Beli, dan Keputusan Pembelian .

ABSTRACT

This study aims to determine how the influence of sales promotion and marketing strategy on purchasing decisions through buying interest as an intervening variable at UMK Durian Mandeh in Pesisir Selatan. Data collection methods are surveys and distributing questionnaires with a total of 100 samples. The analytical method used is Structural Equation Modeling (SEM) with Partial Least Square (PLS) 3. Based on the results of the study, it is obtained: (a) there is a positive and significant effect between sales promotions on buying interest, (b) there is no positive and significant effect between marketing strategy on buying interest, (c) there is no positive and significant effect between sales promotion on purchasing decisions, (d) there is a positive and significant influence between marketing strategy on purchasing decisions (e) there is a positive and significant influence between buying interest on purchasing decisions , (f) buying interest is able to mediate the relationship of sales promotion to purchasing decisions, (g) and buying interest is able to mediate the relationship of marketing strategy to purchasing decisions.

Keywords: Sales Promotion, Marketing Strategy, Buying Interest, and Purchase Decision.