

ABSTRAK

Viki Dwi Saputra. 2019. Pengaruh Bauran Pemasaran Jasa Terhadap Minat Nasabah Unit Pegadaian Syariah Pasar Anom Sumenep. Skripsi: Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Wiraraja. Pembimbing: Nur Qoudri Wijaya,SE., MM.

Tujuan dari penelitian ini untuk mengetahui pengaruh tujuh variabel bauran pemasaran jasa yang terdiri dari *product*, *price*, *place*, *promotion*, *people*, *process*, dan *physical evidence*. Secara simultan dan secara parsial terhadap minat nasabah Unit Pegadaian Syariah Pasar Anom Sumenep.

Penelitian ini menggunakan metode kuantitatif. Populasi penelitian ini adalah seluruh nasabah Unit Pegadaian Syariah Pasar Anom. Teknik pengambilan sample menggunakan teknik simple random sampling karena pengambilan sampel secara acak tanpa ada pembeda dalam populasi. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 96 responden. Teknik analisis data dalam penelitian ini menggunakan analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa variabel *product*, *price*, *place*, *promotion*, *people*, *process*, dan *physical evidence* berpengaruh secara parsial dan simultan terhadap minat nasabah Unit Pegadaian Syariah Pasar Anom. Variabel *product* berpengaruh dominan terhadap minat nasabah Unit Pegadaian Syariah Pasar Anom.

Kata Kunci : Bauran Pemasaran, *product*, *price*, *place*, *promotion*, *people*, *process*, *physical evidence*, dan minat nasabah.

ABSTRACT

Viki Dwi Saputra. 2019. *Effect of Marketing Mix Services on Customer Interest Islamic Pawnshop Unit Anom Sumenep Market.* Thesis: Management Study Program, Faculty of Economics and Business, University of Wiraraja. Advisor: Nur Qoudri Wijaya,SE., MM.

The purpose of this study is to determine the effect of seven service marketing mix variables consisting of product, price, place, promotion, people, process, and physical evidence. Simultaneously and partially towards the interest of customers of the Anom Sumenep Islamic Market Pawnshop Unit.

This research uses quantitative methods. The population of this research is all customers of the Anom Pegadaian Syariah Unit Market. The sampling technique uses simple random sampling technique because of random sampling without any differentiation in the population. The number of samples used in this study were 96 respondents. The data analysis technique in this study used multiple linear regression analysis. The results of this study indicate that the product, price, place, promotion, people, process, and physical evidence variables have a partial and simultaneous effect on the interest of customers of the Anom Market Pegadaian Unit. Product variables have a dominant effect on the interest of customers of the Anom Market Pawnshop Unit.

Keywords: *Marketing mix, product, price, place, promotion, people, process, physical evidence, and customer interests.*