

# ANALISIS BAURAN PEMASARAN TERHADAP KEPUASAN PELANGGAN PRODUK JAMU GODHOG DI CV MERAPI FARMA HERBAL

Oleh:  
Norma Dwi Lestari

## **Intisari**

Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran 7P yang terdiri dari *product*, *price*, *place*, *promotion*, *people*, *process* dan *physical evidence* secara simultan maupun parsial terhadap kepuasan pelanggan. Penelitian ini dilakukan pada pelanggan jamu godhog CV Merapi Farma Herbal Yogyakarta. Metode analisis yang digunakan dalam penelitian ini adalah metode deskriptif kuantitatif. Dalam penelitian ini menggunakan teknik penskalaan *likert*. Metode pengolahan data yang diaplikasikan pada penelitian ini adalah analisis regresi linear berganda. Sampel yang digunakan sebanyak 80 responden, dengan metode pengambilan sampel secara *accidental sampling* di mana sampel diambil secara kebetulan. Hasil penelitian menunjukkan bahwa secara parsial variabel *price* dan *promotion* berpengaruh signifikan terhadap kepuasan pelanggan. Sedangkan variabel *product*, *place*, *people*, *process* dan *physical evidence* tidak berpengaruh signifikan secara parsial. Secara simultan *product*, *price*, *place*, *promotion*, *people*, *process* dan *physical evidence* berpengaruh signifikan terhadap kepuasan pelanggan.

*Kata Kunci: Jamu godhog, Bauran Pemasaran, Kepuasan Pelanggan*

**MARKETING MIX ANALYSIS OF CUSTOMER SATISFACTION ON JAMU  
GODHOG PRODUCT AT CV MERAPI FARMA HERBAL**

**By:**  
**Norma Dwi Lestari**

**Abstact**

*This study aimed to analyze the effect of the 7P marketing mix consisting of product, price, place, promotion, people, process and physical evidence simultaneously or partially on customer satisfaction. This research was conducted on customers of jamu godhog CV Merapi Farma Herbal Yogyakarta. The analytical used in this research is a quantitative descriptive method. In this study used the likert scalling technique. Data processing method applied in this study is multiple linear regression analysis. The sample used were 80 respondents, with the accidental sampling method where the sample was taken by chance. The result showed that partially, price and promotion had a significant on customer satisfaction. While the product, place, people, promotion and physical evidence variabels have no significant effect partially. Simultaneously product, price, place, promotion, people, process and physical evidence have a significant effect on customer satisfaction.*

**Keywords:** *Jamu godhog, Marketing Mix, Customer Satisfaction.*