

ABSTRAK

Industri FnB merupakan salah satu industri penopang ekonomi Indonesia. Peluang pasar kuliner Indonesia pun besar, seperti pasar *bubble-tea* Indonesia yang menempati tingkat tertinggi di Asia Tenggara.

Mixue dapat bertahan, dan berkembang di Indonesia pada saat, dan setelah pandemi. Penerapan bauran pemasaran *Mixue* dapat menimbulkan minat beli dalam konsumen Indonesia. Minat beli akan muncul ketika perilaku konsumen dipengaruhi oleh bauran pemasaran 4P; produk, harga, lokasi, dan promosi.

Penelitian bertujuan untuk mempelajari pengaruh penerapan bauran pemasaran 4P terhadap minat beli konsumen *Mixue*, dengan pendekatan analisis deskriptif. Tahapan metode penelitian dimulai dengan teori besar bauran pemasaran Philip Kotler, dilanjutkan dengan kajian teoritis dari penelitian sebelumnya, kemudian dilanjutkan dengan penyebaran kuesioner kepada responden, serta pengolahan data hasil penyebaran kuesioner. Daerah penelitian adalah penyebaran kuesioner di responden berdomisili di JABODETABEK, dengan batasan observasi langsung toko *Mixue* di kawasan BSD, Gading Serpong dan Lippo Village. Total responden penelitian berjumlah 120.

Penelitian ini diharapkan dapat menjadi pengetahuan tambahan pemilik usaha, dan pemimpin pasar. Hasil penelitian diharapkan pemilik usaha, dan pemimpin pasar dapat memahami bagaimana caranya pendatang baru di pasar dapat berkembang dengan cepat, dilihat dari teori bauran pemasaran. Hasil penelitian menunjukkan bauran pemasaran berpengaruh terhadap minat beli. Produk berpengaruh dominan.

Kata Kunci: pemasaran, promosi, minat beli, *mixue*.

ABSTRACT

The food and beverage industry are one of Indonesia's leading contributor in economic development. As such, Indonesia's culinary market is large, one example is Indonesia's bubble-tea market which is the highest in the Southeast market.

Mixue can hold itself, and prosper in Indonesia during, and after the pandemic. Mixue's strategy has managed to generate purchase intention in Indonesia's consumer market. Purchase intention is generated after consumer behaviour is affected by 4P's of marketing mix, product, price, place, and promotion.

This research intends to study effects of 4P marketing mix towards Mixue's consumer's purchase intention, using a descriptive analysis approach. Research method began by basing its grand theory in Philip Kotler's theory of marketing mix, followed by theoretical studies of previous research, resumed by distributing questionnaires to respondents, and processing data received from the result. Research questionnaire is given to respondents who lives in JABODETABEK area, with limited direct observation of Mixue shops in BDS, Gading Serpong, and Lippo Village. The sum of respondents in this research is 120.

Research result is expected to be additional knowledge for business owners, and market leaders. It is hoped that business owners, market leaders will be able to understand how a newcomer to the market could flourish quickly, seen from a marketing mix perspective. Results show that marketing mix indeed affects purchase intention. Product is the most dominant affector.

Key Words: *marketing, purchase intention, mixue, bubble-tea*