

ABSTRAK

Penelitian ini memiliki tujuan untuk menganalisa dan menguji dampak dari *Strategi Marketing Mix* kepada *Subjective Norm*, *Attitude Toward Behaviour*, *Perceived Behaviour Control* dan juga dampak dari keempat variabel yang disebutkan terhadap variabel *Intention to Purchase*. Objek dari penelitian ini yaitu konsumen dari susu segar merek dalam negeri di Jabodetabek. Penelitian ini menggunakan sistem pendekatan yang kuantitatif dengan metode penyebaran kuesioner elektronik *Google Formulir* yang disebarakan ke beberapa aplikasi media social berbasis online. Penelitian ini mempunyai total 160 responden yang terpilih dengan menggunakan *purposive sampling technique*. Penelitian ini menunjukkan bahwa ada tujuh hipotesis yang di dukung dari tujuh jumlah hipotesis. *Attitude toward behaviour* berpengaruh positif kepada *Intention to Purchase*, *subjective norm* berpengaruh positif kepada *Intention to Purchase*, *perceived behaviour control* berpengaruh positif kepada *Intention to Purchase*, *marketing mix* berpengaruh positif kepada *Intention to Purchase*, *marketing mix* berpengaruh positif kepada *attitude toward behavior*, *marketing mix* berpengaruh positif kepada *subjective norm* dan *marketing mix* berpengaruh positif kepada *perceived behaviour control*. Disarankan untuk penelitian selanjutnya lebih focus pada berbagai merek susu segar dalam negeri dengan lebih spesifik, Hal ini akan memberikan gambaran yang lebih komprehensif dan mendalam tentang preferensi dan perilaku pembelian konsumen terhadap tiap merek susu segar dalam negeri

This research aims to analyze and test the impact of the Marketing Mix Strategy on Subjective Norm, Attitude Toward Behavior, Perceived Behavioral Control, and the impact of these four variables on the Intention to Purchase variable. The object of this research is consumers of domestic fresh milk brands in the Jabodetabek area. This study uses a quantitative approach with the method of distributing electronic questionnaires via Google Forms, which were shared on various online-based social media applications. The study involved a total of 160 respondents selected using purposive sampling technique. The research findings show that seven hypotheses are supported out of a total of seven hypotheses. Attitude Toward Behavior has a positive effect on Intention to Purchase, Subjective Norm has a positive effect on Intention to Purchase, Perceived Behavioral Control has a positive effect on Intention to Purchase, Marketing Mix has a positive effect on Intention to Purchase, Marketing Mix has a positive effect on Attitude Toward Behavior, Marketing Mix has a positive effect on Subjective Norm, and Marketing Mix has a positive effect on Perceived Behavioral Control. It is recommended that future research focus more specifically on various domestic fresh milk brands. This will provide a more comprehensive and in-depth understanding of consumer preferences and purchasing behavior towards each domestic fresh milk brand.