

ABSTRACT

Indonesia is an agricultural country that produces various kinds of agricultural commodities, one of which is fruit. Fruits as one of the horticultural crops play an important role in improving the quality of nutrition in the daily diet needed by everyone. Indonesian people's consumption of fruits is currently not up to standard. The level of consumption of vegetables and fruit in Indonesia is currently still low. In fact, the weakness in the agrarian system in developing countries including Indonesia, among others, is the lack of attention in the field of marketing. The traditional market is a market that acts as a marketing tool with the fastest turnover to sell agricultural commodities to promote economic growth in Indonesia and have a natural competitive advantage.

This research was conducted to determine the effect of the marketing mix on consumer buying interest through word of mouth as an intervening variable at Sumber Buah Store. The type of research used in this research is descriptive with a quantitative approach. Using probably sampling technique with random sampling taken from respondents as Consumers of Sumber Buah Store as many as 200 respondents. Furthermore, data processing was carried out using SmartPLS 3.0. The results of the study say that the Marketing Mix is included in the Good category, Purchase Intention is included in the Good category, and the Marketing Mix Against Purchase Intention through the word of mouth variable is included in the Good category.

Keywords: Marketing, Marketing Mix, Purchase Intention, WOM