

ABSTRACT

Article was made to answer these several questions which are how is application marketing mix of new product PT Martina Berto, what is new product attribute the most dominate for customer and how is buying decided behavior Biokos BOTU-Like Series. The result of the research show that application of marketing mix of by PT Martina Berto is good, customers are satisfaction that service Biokos BOTU-LIKE Series so they will to buy again and new product attribute the most dominate is price attribute at price level Rp94.500,00.

Keywords: *product developed, product attribute, buying decided behavior*

ABSTRAK

Artikel bertujuan menjawab beberapa pertanyaan, yaitu bagaimana penerapan bauran pemasaran produk baru PT Martina Berto, apa atribut produk baru yang paling dominan bagi konsumen, dan bagaimana perilaku keputusan pembelian Biokos BOTULIKE Series. Hasil penelitian menunjukkan bahwa bauran pemasaran yang diterapkan PT. Martina Berto sudah baik, konsumen cukup puas terhadap kinerja Biokos BOTULIKE sehingga ingin melakukan pembelian ulang, dan atribut produk baru yang paling dominan adalah atribut harga pada level harga Rp94.500,00.

Kata Kunci: *pengembangan produk, atribut produk, perilaku keputusan pembelian*