**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui apa saja Analisis Pemasaran Bubur Kacang Hijau Terahadap Kepuasan Konsumen di Stadion Teladan Kota Medan. Tujuan Penelitian ini: Untuk mengetahui Sistem pemasaran Bubur kacang hijau elida distadion teladan kota Medan. Untuk mengetahui pengaruh pemasaran Bubur kacang hijau elida terhadap kepuasan konsumen distadion teladan kota Medan. Populasi berjumlah 150 orang. Sampel peneliti mengambil 30% dari populasi yang berjumlah 45 konsumen bubur kacang hijau. Metode analisis yang di gunakan adalah regeresi linier sederhana dengan alat bantu perangkat SPSS 21. Hasil Penelitian ini Berdasarkan uji regresi linier sederhana, maka diperoleh persamaan nilai konstanta sebesar (a) 9,511 dan (b) sebesar 0.491, sehingga diperoleh persamaan regresi linier sederhana Y = 9.511+ 491X + e, dimana pemasaran mempunyai pengaruh yang signifikan terhadap variabel kepuasan konsumen Di Stadion teladan Kota Medan. Berdasarkan uji-t diketahui bahwa Hasil perhitungan uji t (parsial) yang diperoleh mengetahui bahwa pengaruh adalah variabel Pemasaran (X) memiliki nilai thitung 5.165>ttabel 2.042, artinya berpengaruh positif dan signifikan terhadap Kepuasan Konsumen (Y). R square (R2) atau kuadrat R menunjukkan koefisien determinasi adalah sebesar 0,383, artinya persentase sumbangan strategi pemasaran terhadap kepuasan konsumen sebesar sebesar 36.9%, sedangkan sisanya 63.1% dipengaruhi oleh variabel lain yang tidak diteliti oleh penelitian ini.

*Kata kunci: bubur kacang hijau, pemasaran, kepuasan konsumen*

***ABSTRACT***

*The objective of the research was to find out what marketing analysis of green bean porridge on consumer satisfaction in the Teladan Stadium of Medan City was. The objective of this research was to find out the marketing system of Elida green bean porridge in Teladan Stadium of Medan City and to find out the influence of marketing of Elida green bean porridge on consumer satisfaction in Teladan Stadium of Medan City. The population was 150 people. The researcher took sample as much as 30% of the population consisted of 45 consumers of green bean porridge. The analysis method used was a simple linear regression with SPSS 21 device aids. Based on a simple linear regression test, the constant value equation (a) 9.511 and (b) obtained by 0.491, so that a simple linear regression equation was obtained Y = 9.511 + 491X + e, where marketing had a significant influence on consumer satisfaction variables. Based on the t-test it is known that the results of the t (partial) test calculation obtained know that the influence was the Marketing variable (X) had a tcount value of 5,165>ttable 2,042, it means it had a positive and significant influence on Consumer Satisfaction (Y). R square (R2) or square R indicates the coefficient of determination was 0.383, it means the percentage of marketing strategy contributions to consumer satisfaction was 36.9%, while the remaining 63.1% was influenced by other variables not studied by the research.*

*Keywords: green bean porridge, marketing, consumer satisfaction*

**ABSTRACT**

This study aims to determine what the Cost Analysis of Copra Coconut Oil Production Production in Air Joman District Asahan Regency. The Purpose of this Research: (1) To find out the Cost Factors of Copra Coconut Oil Production Production on Entrepreneurs' Income (Case Study: in Air Joman District Asahan District) case: in Air Joman District Asahan Regency). The analytical method used is multiple linear regression with SPSS 21 tools. The results of this study (1) Effect of Analysis of Production Costs of Copra Coconut Revenue (Y), namely Capital (X1), Materials and Tools (X2), Labor (X3) , and Production Costs (X4). (2) The effect of capital, materials and equipment, labor and production costs simultaneously (Test-F) significantly affects the income of copra coconut farming. Partially (T-Test) The Influence of Capital, Materials and Tools, Labor and Production Costs have a significant effect on copra coconut farming in the study area. (3) Copra coconut farming in the study area is considered profitable, because the farmers' income is greater than the costs incurred for their farming. (4) Copra coconut farming in the study area is financially feasible to be cultivated and developed in terms of financial feasibility criteria (B / C).

Keywords: Production Costs, Copra Coconut, Revenue and Revenue