

ABSTRAK

DENIS DWI SAPUTRA, Kualitas produk, Iklan, dan harga terhadap Melalui Minat Beli konsumen Mie Instan Sedap di wilayah kecamatan Kebon Jeruk Jakarta Barat. (Dibimbing oleh Abdurrahman).

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, iklan, dan harga terhadap minat beli. Populasi dalam penelitian tidak diketahui dan cara penentuan sampel dengan menggunakan *Non Probability Sampling* yang berjumlah 140 responden.

Hasil penelitian berdasarkan analisis Regresi Linier Berganda menunjukkan bahwa variabel kualitas produk berpengaruh signifikan terhadap minat beli konsumen, variabel iklan tidak berpengaruh signifikan terhadap minat beli konsumen, harga berpengaruh signifikan terhadap minat beli konsumen, dan selanjutnya kualitas produk, iklan dan harga secara bersama-sama berpengaruh signifikan terhadap Minat Beli.

Kata kunci: Kualitas Produk, Iklan, Harga , Minat Beli

ABSTRACT

DENIS DWI SAPUTRA, *Product quality, Ads, and prices against Through Buy Interest of Instant Noodles consumers. West Jakarta Kebon Jeruk subdistrict (Supervised Abdurrahman).*

This study aims to determine the effect of product quality, advertising, and price on buying interest. The population in the study was unknown and the method of determining the sample using Non Probability Sampling which amounted to 140 respondents.

The result of the research based on the analysis of Multiple Linear Regression showed that the variable of product quality had significant influence to consumer buying interest, advertisement variable had no significant effect to consumer buying interest, the price had significant effect to consumer buying interest, and the quality of product, advertisement and price together influenced Significant to Buy Interest.

Keywords: Product Quality, Advertising, Price, Buy Interest