

ABSTRACT

VERA MONICA, Influence Analysis of product differentiation, price, and brand trust on buying interest of wardah lipstick in West Jakarta area. (supervised by RinaAnindita)

The objective of the research to determine the effect of product differentiation (X_1), price (X_2), and brand trust (X_3) on buying interest of wardah lipstick in West Jakarta area. The research method used in the sampling is purposive sampling method with the number of samples of 100 respondents. Respondents of this research are women who had purchased and used wardah lipstick in West Jakarta. Technical analysis of data used in this study is Test Validity, Test Reliability, Test of multiple linear regression analysis.

The results showed that product differentiation has no effect on buying interest. Price affects buying interest. While brand trust has an effect on buying interest.

Keywords: Product differentiation, price, brand trust, and buying interest.

ABSTRAK

VERA MONICA, Analisis Pengaruh diferensiasi produk, harga, dan kepercayaan merek terhadap minat beli lipstik wardah di wilayah Jakarta Barat. (dibimbingolehRinaAnindita)

Penelitian ini bertujuan untuk mengetahui pengaruh diferensiasi produk (X_1), harga (X_2), dan kepercayaan merek (X_3) terhadap minat beli lipstik wardah di wilayah Jakarta Barat. Metode penelitian yang digunakan pada pengambilan sampel adalah metode *purposive sampling* dengan jumlah sampel sebanyak 100 responden. Responden penelitian ini adalah wanita yang pernah membeli dan menggunakan produk lipstik wardah di wilayah Jakarta Barat. Teknik analisis data yang digunakan dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, Uji analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa diferensiasi produk tidak berpengaruh terhadap minat beli. Harga berpengaruh terhadap minat beli. Sedangkan kepercayaan merek berpengaruh terhadap minat beli.

Kata Kunci: diferensiasiProduk, Harga, kepercayaanmerek, danminatbeli.