

ABSTRAK

Judul : Pengaruh kualitas produk, harga dan *store atmosphere* terhadap minat beli ponsel Samsung pada Global Teleshop di Central Park.
Nama : Pinkan Dianita
Program Studi : Manajemen
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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga dan *store atmosphere* terhadap minat beli ponsel Samsung pada Global Teleshop di Central Park. Variabel independen terdiri atas Kualitas produk, Harga dan *Store atmosphere*, variabel dependen adalah Minat Beli

Penelitian ini dilakukan pada orang yang telah membeli ponsel Samsung di Global Teleshop. Sampel yang digunakan 120 responden, dengan teknik pengambilan sampel yaitu sampel *purposive* atau *purposive sampling*. Jenis penelitian ini merupakan penelitian asosiatif yang bersifat kausal dan metode analisis yang digunakan dalam penelitian ini menggunakan teknik analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa Kualitas produk berpengaruh positif dan signifikan terhadap Minat Beli. Harga berpengaruh positif terhadap dan signifikan terhadap Minat Beli, dan *Store Atmosphere* berpengaruh negatif terhadap Minat Beli .

Kata Kunci : Pengaruh Kualitas Produk, Harga, *Store Atmosphere*, Minat Beli dan *Samsung*.

ABSTRAK

Title : *The Influence of product quality, price and store atmosphere on purchase interest of Samsung mobile phones at Global Teleshop in Central Park.*
Name : *Pinkan Dianita*
Study Program : *Management*

This study aims to determine the Influence of product quality, price and store atmosphere on purchase interest of Samsung mobile phones at Global Teleshop in Central Park. The independent variable consists of product quality, price and store atmosphere, the dependent variable is purchase interest.

This research was conducted on people who have bought Samsung phones at Global Teleshop. The sample used was 120 respondents, with a sampling technique that is purposive or purposive sampling. This type of research is a causal associative research and the analytical method used in this study uses multiple linear regression analysis techniques.

The results showed that the quality of the product had a positive and significant effect on purchase interest. Price has a positive and significant effect on Purchase Interest, and Store Atmosphere has a negative effect on purchase Interest.

Keywords : Product Quality, Price, Store Atmosphere, Purchase Interest and Samsung