

ABSTRAK

Judul : Pengaruh Kualitas Produk, Harga, dan Citra Merek Terhadap Minat Beli Revlon di Wilayah Kabupaten Tangerang
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Tujuan utama diadakannya penelitian ini adalah untuk mengetahui Pengaruh Kualitas Produk, Harga, dan Citra Merek Terhadap Minat Beli Revlon di Wilayah Kabupaten Tangerang. Penelitian ini menggunakan metode survey dan teknik pengambilan sampel yang digunakan dengan *purposive sampling* dengan metode *nonprobability sampling*. Jumlah responden yang diambil sebanyak 150 responden adalah pelanggan Revlon di Wilayah Kabupaten Tangerang. Metode analisis yang digunakan dengan regresi linier berganda. Hasil penelitian ini menunjukkan bahwa 1) Kualitas produk berpengaruh positif dan signifikan terhadap minat beli produk Revlon di wilayah Kabupaten Tangerang, artinya bila kualitas produk ditingkatkan terutama dimensi kesesuaian maka minat beli produk Revlon di wilayah Kabupaten Tangerang semakin meningkat. 2) Harga berpengaruh positif dan signifikan terhadap minat beli produk Revlon di wilayah Kabupaten Tangerang, artinya bila Harga ditingkatkan terutama dimensi kesesuaian harga dengan manfaat maka minat beli produk Revlon di wilayah Kabupaten Tangerang semakin meningkat. 3) Citra merek berpengaruh positif dan signifikan terhadap minat beli produk Revlon di wilayah Kabupaten Tangerang, artinya bila Citra Merek ditingkatkan terutama dimensi perhatian kepada konsumen maka minat beli produk Revlon di wilayah Kabupaten Tangerang semakin meningkat. 4) Secara simultan kualitas produk, harga, dan citra merek berpengaruh positif dan signifikan terhadap minat beli produk Revlon di wilayah Kabupaten Tangerang, artinya bila, kualitas produk, harga, dan citra merek meningkat maka minat beli produk Revlon di wilayah Kabupaten Tangerang semakin meningkat.

Kata Kunci : Kualitas Produk, Harga, Citra Merek, Minat Beli.

ABSTRACT

Title : *The Influence of Product Quality, Price, and Brand Image on Interest in Buying Revlon in the Tangerang Regency Area*
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The main purpose of this study was to determine the effect of product quality, price, and brand image on Revlon buying interest in the Tangerang Regency area. This study uses survey methods and sampling techniques used by purposive sampling with non-probability sampling method. The number of respondents taken as many as 150 respondents are Revlon customers in the Tangerang Regency Region. The analytical method used is multiple linear regression. The results of this study indicate that 1) Product quality has a positive and significant effect on buying interest in Revlon products in the Tangerang Regency area, meaning that if the product quality is improved, especially the conformity dimension, the interest in buying Revlon products in the Tangerang Regency area will increase. 2) Price has a positive and significant effect on interest in buying Revlon products in the Tangerang Regency area, meaning that if the price is increased, especially the dimensions of price suitability with benefits, the interest in buying Revlon products in the Tangerang Regency area will increase. 3) Brand image has a positive and significant effect on buying interest in Revlon products in the Tangerang Regency area, meaning that if the Brand Image is improved, especially the dimension of attention to consumers, the interest in buying Revlon products in the Tangerang Regency area will increase. 4) Simultaneously product quality, price, and brand image have a positive and significant effect on interest in buying Revlon products in the Tangerang Regency area, meaning that if product quality, price, and brand image increase, the interest in buying Revlon products in the Tangerang Regency area will increase.

Keywords : Product Quality, Price, Brand Image, Buying Interest.