

ABSTRAK

Judul : Pengaruh *Word of Mouth*, Kualitas Produk dan Harga Terhadap Minat Beli *Smartphone* Xiaomi MI10T di Kelurahan Kapuk
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Penelitian ini bertujuan untuk mengetahui Pengaruh *Word of Mouth*, Kualitas Produk dan Harga Terhadap Minat Beli *Smartphone* Xiaomi MI10T di Kelurahan Kapuk. Populasi dalam penelitian ini adalah seluruh masyarakat yang melakukan pembelian dan menggunakan *Smartphone* Xiaomi MI10T di Kelurahan Kapuk. Sampel dalam penelitian ini diambil dengan menggunakan metode *non-probability sampling* dengan menggunakan teknik pengambilan sampel *purposive sampling* sebanyak 100 responden. Metode analisis yang digunakan adalah analisis regresi linear berganda untuk mengetahui pengaruh langsung dan tidak langsung antar variabel. Hasil penelitian ini adalah *word of mouth*, kualitas produk, dan harga memiliki pengaruh terhadap minat beli secara parsial maupun simultan.

Kata Kunci: *Word of Mouth*, Kualitas Produk, Harga, Minat Beli

ABSTRACT

Title : *Effect of Word of Mouth, Product Quality and Price Against Interest in Buying a Xiaomi MI10T Smartphone in Kapuk Village*

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Study Program : *S-1 Management*

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This study aims to determine the effect of Word of Mouth, Product Quality and Price on Interest in Buying Xiaomi MI10T Smartphone in Kapuk Village. The population in this study is all people who make purchases and use the Xiaomi MI10T Smartphone in Kapuk Village. The sample in this study was taken using a non-probability sampling method using a purposive sampling technique as many as 100 respondents. The analytical method used is multiple linear regression analysis to determine the direct and indirect effects between variables. The results of this study are word of mouth, product quality, and price have an influence on buying interest partially or simultaneously.

Keywords: Word of Mouth, Product Quality, Price, Buying Interest