

ABSTRAK

YUNITA AYU AZZAHRA. NIM 2019116195. Pengaruh Promosi dan Harga Terhadap Minat Beli pada Produk Demie Bakmie di Kemang Jakarta Selatan. Dibawah bimbingan Bapak Peris Hamdanur, SE, MM.

Penelitian ini bertujuan untuk menganalisis promosi dan harga pada produk Demie Bakmie, menganalisis minat beli produk Demie Bakmie, dan untuk menganalisis pengaruh promosi dan harga terhadap minat beli produk. Pendekatan yang digunakan adalah pendekatan kuantitatif. Variabel dalam penelitian ini yaitu promosi dan harga (variabel bebas) dan minat beli (variabel terikat). Jenis data dalam penelitian ini adalah data primer dan sekunder. Data primer diperoleh berupa data kuesioner yang disebar secara online melalui google form dengan sampel penelitian yang melibatkan 100 responden. Analisis data yang digunakan adalah analisis deskriptif kuantitatif, analisis regresi linear berganda, uji t, uji f dan uji koefisien determinasi. Berdasarkan hasil dari penelitian ini nilai promosi 4,09 (baik), nilai harga 4,24 (sangat baik) dan nilai minat beli 4,16 (baik) dapat disimpulkan bahwa variabel minat beli sebesar 56.8% sedangkan sisanya sebesar 43.2% dipengaruhi oleh faktor lain seperti kualitas pelayanan, kualitas produk, pengaruh sosial dan lainnya.

Kata kunci: Promosi, Harga, Minat Beli, dan Produk Demie Bakmie

ABSTRACT

YUNITA AYU AZZAHRA. NIM 2019116195. The Influence of Promotion and Price on Buying Interest in Demie Bakmie Products in Kemang, South Jakarta. Under the guidance of Mr. Peris Hamdanur, SE, MM.

The objectives of this study are to examine Demie Bakmie product promotions and pricing, consumer intentions to purchase Demie Bakmie products, and the impact of product promotions and prices on consumer intentions to purchase. The strategy is a quantitative strategy. Promotion and pricing (an independent variable) and buying interest (a dependent variable) are the factors in this study. The study uses both primary and secondary data types. A research sample of 100 participants and a questionnaire disseminated online using Google form were used to collect primary data. Descriptive quantitative analysis, multiple linear regression analysis, t, f, and coefficient of determination tests are used to analyze the data. The price value was 4.24 (very good), the promotion value was 4.09 (excellent), and the buy intention value was 4.16 (good), according to the study's findings. As a result, it can be said that 56.8% of respondents had a changeable interest in purchasing, with the remaining 43.2% being impacted by other variables including service and product quality, social influence, and others. Key words: Demie Bakmie Products, Price, Purchase Interest