

ABSTRAK

Perumusan masalah dalam penelitian ini adalah Pengaruh Kualitas Produk, Harga, dan Promosi Terhadap Minat Konsumen Membeli Motor Matic Merek BeAT di Desa Sugerlor Kecamatan Maesan Kabupaten Bondowoso. Tujuan penelitian adalah untuk mengetahui dan menganalisis pengaruh kualitas produk, harga, dan promosi terhadap minat konsumen baik secara parsial maupun simultan. Penelitian dilakukan pada konsumen yang menggunakan Motor Honda BeAT di Desa Sugelor Kecamatan Maesan. Populasi dalam penelitian ini adalah seluruh pengguna Sepeda Motor Matic merek BeAT di Desa Sugelor sebanyak 100 orang responden. Teknik pengambilan sampel menggunakan teknik sensus. Teknik pengumpulan data menggunakan kuisioner. Analisis yang digunakan meliputi uji instrumen penelitian (uji validitas dan uji reliabilitas), analisis regresi linier berganda, uji asumsi klasik (uji multikolinearitas, uji heteroskedastisitas dan uji normalitas) dan uji hipotesis (uji t, uji F dan koefisien determinasi). Data diolah menggunakan IBM SPSS 20. Hasil analisis menggunakan regresi dapat diketahui bahwa variabel kualitas produk, harga, dan promosi berpengaruh signifikan terhadap minat konsumen di Desa Sugelor Kecamatan Maesan.

Kata Kunci : Kualitas Produk, Harga, Promosi dan Minat Konsumen

ABSTRACT

The formulation of the problem in this research is the Effect of Product Quality, Price, and Promotion on Consumers Interest in Buying Motor Matic Brand Beat in Sugerlor Village, Maesan District, Bondowoso District. The purpose of research is to know and analyze the influence of product quality, price, and promotion to consumer interest either partially or simultaneously. The study was conducted on consumers who use Honda Beat Motor in Sugelor Village Maesan District. The population in this study is all users of Beat Motorcycle Brand Beat in Sugelor Village as many as 100 respondents. The sampling technique used the census technique. Data collection techniques using questionnaires. The analysis used included the test of the research instrument (test of validity and reliability test), multiple linear regression analysis, classical assumption test (multicollinearity test, heteroscedasticity test and normality test) and hypothesis test (t test, F test and coefficient of determination). Data processed using IBM SPSS 20. The results of analysis using regression can be seen that product quality, price, and promotion variables significantly influence consumer interest in the Village Sugelor Maesan District.

Keywords: Product Quality, Price, Promotion and Consumer Interest