ABSTRAK

Penelitian ini dilakukan kepada minat konsumen Larissa Aesthetic Jember di Fakultas Ekonomi Manajemen Universitas Muhammadyah Jember. Penelitian ini bertujuan untuk mengetahui pengaruh Produk, Harga, Promosi, Tempat, Orang, Bukti Fisik, dan Proses di Lariss Aesthetic Jember. Data pada penelitian ini dikumpulkan dengan alat bantu berupa kuisioner terhadap 80 responden dengan teknik purposif sampling yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrument data (Validitas, uji realibilitas), analisis regresi linier beganda, uji asumsi klasik (Uji Normalitas, uji multikolinearitas, dan uji heteroskedastisitas) dan uji hipotesis (Uji F, Uji t, dan koefesien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel Produk (0,114), Harga (0,067), Promosi (0,200), Tempat (0,128), Orang (0,172), Bukti Fisik(0,266), dan Proses(0,130) semuanya berpengaruh positif terhadap minat konsumen. Dari uji T diperoleh hasil Produk (0,05), Harga (0,038), Promosi(0,000), Tempat(0,033), Orang(0,001), Bukti Fisik(0,000), dan Proses(0,034) semuanya berpengaruh signifikan terhadap minat konsumen. Dari uji F diperoleh hasil Produk, Harga, Promosi, Tempat, Orang, Bukti Fisik, dan Proses semuanya berpengaruh signifikan (0,000) secara simultan terhadap minat konsumen.

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Kata Kunci: produk, harga, tempat, promosi, orang, bukti fisik, proses dan minat
konsumen

ABSTRACT

This research do to interesting the consumer of Larissa Aesthetic Jember in Faculty Economy Management University of Muhammadyah Jember. This research have a goal to know the influence about Product, Price, Promotion, Place, People, Physical Proof, and Process in Larissa Aesthetic Jember. In this research to collect a data using help or like questioner for 80 respondent with purposive sampling technic with the purpose to know about respondent perception for each variable. The analysis used includes test data instrument (Validity, Reliability Test), Multiple Linear Regression Analysis, classic assumption test (normality test, multicollinearity test, and heteroscedasticity test) and hypothesis test (F test, t test, and coefficient of determination). From the process analysis using regression we can know about the variable of the Product (0,114), Price (0,067), Promotion (0,200), Place (0,128), People (0,172), Physical Proof (0,266), and Process (0,130), that all of this can influence for interest consumer. From T test can get the result Product (0,05), Price (0,038), Promotion (0,000), Place (0,033), People(0,001), Physical Proof (0,000), and Process (0,034), All of the process influence significantly in accordance with simultaneous for interesting of consumer. From F test can get the result Product, Price, Promotion, Place, People, Physical Proof, and Process, all of the process influence significantly (0,000) in accordance with simultaneous for interesting of consumer.

Keywords: products, prices, places, promotions, people, physical proof, processes and interests consumer