

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh digital marketing, harga dan kualitas produk terhadap minat beli (survey pada konsumen Mayoutfit Bandung) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Metode analisis data yang digunakan adalah analisis regresi linear berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara digital marketing, harga dan kualitas produk terhadap minat beli. Besarnya pengaruh digital marketing, harga dan kualitas produk terhadap minat beli secara simultan 87,7% dan sisanya 12,3% dipengaruhi variable lain yang tidak diteliti. Secara parsial besarnya pengaruh digital marketing terhadap minat beli sebesar 36,84%, pengaruh harga terhadap minat beli sebesar 29,33% dan pengaruh kualitas produk terhadap minat beli sebesar 21,23, sehingga dapat disimpulkan bahwa digital marketing memberikan pengaruh paling besar terhadap minat beli.

Kata Kunci: *Digital Marketing*, Harga, Kualitas Produk dan Minat Beli

ABSTRACT

This study aims to find out the effect of digital marketing, price and product quality on buying interest (survey on Mayoutfit Bandung consumers) simultaneously or partially. The research method that being used in this research is descriptive and verification methods with a total sample of 100 respondents. Research instruments testing are using validiy and reliability tests. Data analysis method that being used in this research is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant effect between digital marketing, price and product quality on buying interest. The magnitude of the effect of digital marketing, price and product quality on simultaneous buying interest is 87,7% and the rest 12,3% are influenced by other unexamined variables. Partially, the influence of digital marketing on buying interest is 36,84%, the influence og price on buying interest is 29,33% and the of product quality on buying interest 21,23%, so it can be concluded that digital marketing provides the greatest influence on buying interest.

Keywords: Digital Marketing, Price and Product Quality and Buying Interest