

ABSTRAK

Penelitian ini dilatarbelakangi adanya penurunan penjualan pada *Distro* Bobberrots. Penurunan penjualan ini menunjukkan adanya penurunan pengunjung pada *distro* Bobberrots sehingga dalam penelitian ini bahwa bagaimana minat beli pada *distro* Bobberrots.

Penelitian ini menggunakan metode kuantitatif, data dikumpulkan dengan Teknik kuesioner. Responden dalam penelitian ini sebanyak 93 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Tiga hipotesis diformulasikan dan diuji menggunakan analisis regresi linear berganda.

Berdasarkan hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara harga dan citra merek terhadap minat beli. Besarnya pengaruh harga dan citra merek terhadap minat beli secara simultan sebesar 58,9% dan sisanya 41,1% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh harga terhadap minat beli sebesar 12,3% dan pengaruh citra merek terhadap minat beli sebesar 46,6%, sehingga dapat disimpulkan bahwa citra merek memberikan pengaruh paling besar terhadap Minat Beli.

Kata kunci : Harga, Citra Merek dan Minat Beli

ABSTRACT

This research is motivated by a decline in sales at the Bobberrots distribution. This decrease in sales indicates a decrease in visitors to the Bobberrots distribution, so that in this study how is buying interest in the Bobberrots distribution.

This study uses quantitative methods, data collected by questionnaire technique. Respondents in this study were 93 respondents. Testing the research instrument using validity and reliability tests. Three hypotheses were formulated and tested using multiple linear regression analysis.

Based on the research results show that there is a positive and significant influence between price and brand image on buying interest. The magnitude of the influence of price and brand image on buying interest. simultaneously by 58.9% and the remaining 41.1% influenced by other variables not examined. Partially, the effect of price on buying interest is 12.3% and the influence of brand image on buying interest is 46.6%, so it can be concluded that brand image has the greatest influence on buying interest.

Keywords: Price, Brand Image and Buying Interest