

ABSTRACT

Lebak Bulus Carrefour in South Jakarta is one of shopping centre frequently visited by the customer. Prices, promotion and distribution of goods / services has always been a major concern of Carrefour stores to satisfy their customers. Unfortunately, it's not always make sales targets are achieved every day. This study is aiming to determine the influence of price perception, promotion and distribution against PT Trans Retail Indonesia costumer interests in Carrefour, Lebak Bulus, South Jakarta.

This is a descriptive quantitative study with all Carrefour visitors as population. One hundred samples were obtained by using accidental sampling technique. The data that were collected using questionnaires will be analyzed using validity test, reliability test, classic assumption test, multiple regression analysis, hypothesis testing and correlation analysis.

These results indicate that each variable significantly influence customer buying interest in PT. Trans Retail Indonesia, and together, they significantly effect on variable customer buying interest. PT. Trans Retail Indonesia must always give the goods/ services affordable price, attractive advertising promotions and availability of goods / services were adequate in order to achieved their target.

Keywords: *Price Perception, Promotion, Distribution, Buying Interest*



UNIVERSITAS
MERCU BUANA

ABSTRAK

Carrefour Lebak Bulus Jakarta Selatan merupakan salah satu tempat berbelanja yang ramai dikunjungi *customer*. Harga barang/jasa, promosi dan distribusi barang/jasa selalu menjadi perhatian utama store *Carrefour* untuk memuaskan customer namun tidak selalu membuat target penjualan tercapai setiap harinya. Penelitian ini bertujuan untuk mengetahui pengaruh persepsi harga, promosi dan distribusi terhadap minat beli *customer* PT. Trans Retail Indonesia di *Carrefour* Lebak Bulus Jakarta Selatan.

Penelitian ini secara deskriptif kuantitatif dengan populasi semua pengunjung *Carrefour*. Menggunakan teknik *accidental sampling* didapatkan 100 *customer* sebagai sampel dan pengumpulan data melalui kuisioner. Analisis data menggunakan analisis statistik yaitu uji validitas, uji reabilitas, uji asumsi klasik, analisis regresi berganda, pengujian hipotesis dan analisis korelasi.

Hasil penelitian ini menunjukkan bahwa variabel persepsi harga, variabel promosi dan variabel distribusi baik secara individu ataupun bersama – sama berpengaruh positif signifikan terhadap minat beli *customer* PT. Trans Retail Indonesia. PT. Trans Retail Indonesia harus senantiasa memberikan harga barang/jasa yang terjangkau, promosi iklan yang menarik dan ketersediaan barang/jasa yang memadai supaya target penjualan bisa tercapai.

Kata kunci : Persepsi Harga, Promosi, Distribusi, Minat Beli



UNIVERSITAS
MERCU BUANA