

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh harga, kualitas produk, dan citra merek terhadap minat beli produk LEA Jeans di toko LEA Jeans mall ciputra grogol jakarta barat. Populasi dalam penelitian ini adalah pengunjung toko LEA Jeans mall ciputra grogol jakarta barat, yang jumlah populasinya tidak diketahui. Metode pengambilan sampel menggunakan *convenience sampling* dengan jumlah sampel sebanyak 100 responden. Data primer dikumpulkan melalui penyebaran kuesioner, data sekunder dikumpulkan melalui studi pustaka. Metode analisis data yang digunakan adalah analisis regresi linier berganda. Hasil pengujian hipotesis penelitian menunjukkan bahwa variabel harga berpengaruh positif dan signifikan terhadap minat beli, kualitas produk berpengaruh positif dan signifikan terhadap minat beli, citra merek berpengaruh positif dan signifikan terhadap minat beli pengunjung toko LEA Jeans mall ciputra grogol Jakarta barat.

Kata kunci : Harga, Kualitas Produk, Citra Merek, Minat Beli.



ABSTRACT

The purpose of this research is to know and analyze the effect of price, product quality, and brand image on buying interest in LEA Jeans products at LEA Jeans store mall ciputra grogol, West Jakarta. The population in this study were visitors to the LEA Jeans store mall ciputra grogol West Jakarta, whose population is unknown. The sampling method uses Convenience Sampling with a total sample of 100 respondents. Primary data is collected through questionnaires, secondary data were collected through literature study. Data analysis method used is multiple linear regression analysis techniques. The results of hypothesis test showed that the price variable has a positive and significant effect on buying interest, product quality has a positive and significant effect on buying interest, brand image has a positive and significant effect on buying interest in visitors to LEA Jeans store mall ciputra grogol West Jakarta.

Keywords: Price, Product Quality, Brand Image, Buying Interest

