

ABSTRAK

Penelitian ini berjudul "Pengaruh Promosi, Lokasi, dan Kualitas Pelayanan Terhadap Minat Beli Konsumen Pada Distro Six-Line di Ciledug Tangerang, bertujuan untuk mengetahui tanggapan konsumen Distro Six-Line di Ciledug Tangerang mengenai pengaruh promosi, lokasi, dan kualitas pelayanan terhadap minat beli konsumen pada distro six-line. Penelitian melibatkan 100 responden. Metode analisis data menggunakan analisis linier berganda.

Hasil pengujian hipotesis menunjukkan terdapat pengaruh yang signifikan dari promosi (X1) terhadap minat beli konsumen (Y), lokasi (X2) berpengaruh terhadap minat beli konsumen (Y), kualitas pelayanan (X3) berpengaruh terhadap minat beli konsumen (Y). Untuk penelitian selanjutnya disarankan melakukan penelitian pada toko pakaian lain.

Kata kunci :Promosi, Lokasi, Kualitas Pelayanan, dan Minat Beli Konsumen



ABSTRACT

The study entitled " Effect of Promotion , Location , and Service Quality Of Interest Buy Consumer Distro Six - Line in Ciledug . Aiming to determine consumer responses distro six -line at Ciledug on sale , location , and quality of service on consumer buying interest on a six -line distribution . The study involved 100 respondents . Results of respondents with at validity and reliability testing , multiple linear analysis , classic assumption test , F test (simultaneous) , and T test (partial) .

Hypothesis testing results show a significant difference from the sale , location , and quality of service to consumers to buy. For further research suggested doing research on another clothing store .

Keywords : Promotion , Location , and Quality of Service



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