

ABSTRAK

Penelitian untuk mengetahui pengaruh hunger marketing, brand image dan harga terhadap purchase intention. Objek penelitian ini adalah calon pembeli smartphone Xiaomi, yang berada di ITC Roxy Mas Jakarta merupakan sentra penjualan smartphone terbesar di Asia Tenggara. Penelitian ini dilakukan terhadap 105 responden dengan menggunakan pendekatan deskriptif kuantitatif. Menggunakan metode Survey dengan pengumpulan data berupa kusioner. Karena itu, analisis data yang digunakan adalah analisis statistik dalam regresi linier berganda. Hasil dari penelitian ini menunjukkan bahwa secara parsial dan simultan, variable Hunger Marketing, brand image dan harga berpengaruh terhadap purchase intention smartphone Xiaomi di ITC Roxy Mas Jakarta. Hal ini dibuktikan dari hasil simultan (uji F) dan hasil uji parsial (uji t) juga menunjukkan nilai signifikan dari tiga variable bebas yang mendukung hipotesa. Oleh karena itu hasil uji dari penelitian ini menyatakan bahwa terdapat pengaruh secara simultan antara variable hunger marketing, brand image dan harga terhadap purchase intention smartphone Xiaomi di Jakarta.

Keyword: Hunger Marketing, Brand Image, Harga, Purchase Intention, Xiaomi, smartphone



ABSTRACT

Research to know the influence of hunger marketing, brand image and the price of purchase intention. The object of this research is a potential buyer of Xiaomi smartphones, located at ITC Roxy Mas Jakarta is the largest smartphone sales center in southeast Asia. This study was conducted against 105 respondents using a quantitative descriptive approach. Using Survey method with data collection in the form of Kusioner. That Kareana, the analysis of the data used is statistical analysis in multiple linear regression. The results of this study showed that partially and simultaneously, the Hunger Marketing variable, brand image and price affect the purchase intention smartphone Xiaomi at ITC Roxy Mas Jakarta. This is evidenced by the simultaneous results (test F) and the partial test result (t-Test) also shows the significant value of the three free variables that support hypotheses. Therefore, the test results of the study stated that there is a simultaneous influence between variable hunger marketing, brand image and the price of a purchase intention smartphone Xiaomi in Jakarta.

Keyword: Hunger marketing, Brand image, Price, purchase intention, Xiaomi, smartphone

