

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh revitalisasi merek, kualitas produk, citra merek dan harga terhadap minat beli produk ikan dalam kemasan kaleng pasca *issue* kandungan cacing parasit dalam produk agar perusahaan dapat mengetahui ivector faktor apa sajakan yang dapat mendukung agar minat beli suatu produk banyak diminati oleh konsumen. Terutama di Industri pangan di Indonesia dimana produk ikan dalam kemasan kaleng sudah banyak diminati oleh konsumen. Populasi dalam penelitian ini adalah pengunjung di pasar tradisional dan pasar modern di wilayah Serpong, Tangerang Selatan yang berminat membeli produk ikan dalam kemasan kaleng. Sample yang digunakan dalam penelitian sebanyak 119 responden dengan metode penarikan sample menggunakan random sampling. Metode pengumpulan data menggunakan metode survey, dengan instrument penelitian adalah kuisisioner. Metode analisa data dilakukan menggunakan *Partial Least Square*. Hasil penelitian menunjukkan bahwa variabel revitalisasi merek, kualitas produk, citra merek hasilnya berpengaruh positif dan signifikan, sedangkan variabel harga berpengaruh negatif terhadap minat beli produk ikan dalam kemasan kaleng pasca *issue* kandungan cacing parasit dalam produk khususnya di kota Tangerang Selatan.

Kata Kunci : Revitalisasi Merek, Kualitas Produk, Citra Merek, Harga, Minat Beli



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ABSTRACT

This study aims to analyze the influence of brand revitalization, product quality, brand image and price on the interest in buying fish products in canned packaging post-issue of parasitic worms in the product so that companies can find out what factors are factors that can support the purchase interest of a product in great demand consumer. Especially in the food industry in Indonesia where canned fish products are already in great demand by consumers. Population in this research is visitors in traditional markets and modern markets in the Serpong area of South Tangerang are interested in buying canned fish products. The sample used in the study is 119 respondents with the sampling method using random sampling. The method of data collection using survey methods, with the research instrument is a questionnaire. The data analysis method using Partial Least Square. The results of the study show that there are 4 hypotheses that have been tested in this study namely Brand Revitalization, Product Quality, Brand Image and Price. The results of the Brand Revitalization variable, Product Quality, Brand Image have a positive and significant effect, while the Price variable negatively influences the Purchase Interest of Fish Products in Canned Packaging in the Post Issue Parasitic Worm in the product Content, especially in the city of South Tangerang.

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

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