

ABSTRACT

This study aims to analyze the effect of promotion, product quality, and brand image on purchase intention in Fiesta chicken meat in West Jakarta, Indonesia. This study uses Non Probability Sampling and purposive sampling methods with a total of 100 respondents. Data analysis of this study is carried out by multiple linear regression analysis using SPSS 25.0.

The findings show that each independent variable namely promotion, product quality and brand image has a positive and significant influence on purchase intention as dependent variable. The product quality variable has the biggest influence among the three independent variables on purchase intention. In addition, promotion, product quality and brand image simultaneously influence purchase intention. It is recommended that companies should focus on increasing the value of product quality and promotion to increase consumer purchase intention and companies should pay more attention to brand image and company reputation. Further research by conducting research on other variables is also recommended.

Keywords: Promotion, Product Quality, Brand Image, Purchase Intention, Fiesta Chicken Meat.



ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh promosi, kualitas produk, dan citra merek terhadap minat beli produk daging ayam Fiesta di Jakarta Barat, Indonesia. Penelitian ini menggunakan Non Probability Sampling dan metode purposive sampling dengan total 100 responden. Analisis data penelitian ini dilakukan dengan analisis regresi linier berganda dan menggunakan perangkat lunak SPSS 25.0.

Temuan menunjukkan bahwa masing-masing variabel independen yaitu promosi, kualitas produk dan citra merek memiliki pengaruh secara positif dan signifikan terhadap variabel dependen yaitu minat beli. Variabel kualitas produk memiliki pengaruh paling besar diantara ketiga variabel independen terhadap minat beli. Selain itu, variabel promosi, kualitas produk dan citra merek berpengaruh secara simultan terhadap minat beli. Disarankan bahwa perusahaan harus fokus pada peningkatan nilai kualitas produk dan promosi untuk meningkatkan minat beli konsumen serta perusahaan harus lebih memperhatikan citra merek dan reputasi perusahaan. Penelitian lebih lanjut dengan melakukan penelitian terhadap variabel lain juga disarankan.

Kata kunci : Promosi, Kualitas Produk, Citra Merek, Minat Beli, Daging Ayam Fiesta.

