

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh harga, lokasi dan ekuitas merek terhadap minat beli Ayam Geprek Benu. pengambilan sampel dapat dilakukan secara random yakni dengan teknik *purposive sampling* sebanyak 100 calon pelanggan. Data penelitian dikumpulkan melalui instrumen kuesioner yang kemudian dianalisis menggunakan regresi linear berganda dengan bantuan program SPSS versi 23. Hasil analisis menunjukkan bahwa : (1) Harga berpengaruh signifikan terhadap minat beli Ayam Geprek Benu, (2) Lokasi berpengaruh signifikan terhadap minat beli Ayam Geprek Benu, (3) Ekuitas merek berpengaruh signifikan terhadap minat beli Ayam Geprek Benu, dan (4) Harga, lokasi dan ekuitas merek secara simultan berpengaruh signifikan terhadap minat beli Ayam Geprek Benu.

Kata kunci : Harga, Lokasi, Ekuitas Merek, Minat Beli



ABSTRACT

This study aims to determine the effect of price, location and brand equity on buying interest in Geprek Benu Chicken. sampling can be done randomly with a simple random sampling technique of 100 purposive customers. The research data was collected through questionnaire instruments which were then analyzed using multiple linear regression with the help of SPSS version 23 program. The results of the analysis show that: (1) Price has a significant effect on buying interest of Geprek Benu Chicken, (2) Location has a significant effect on buying interest in Geprek Benu Chicken, (3) Brand equity has a significant effect on buying interest in Geprek Benu Chicken, and (4) Price, the location and brand equity simultaneously have a significant effect on buying interest in Geprek Benu Chicken.

Keywords: *Price, Location, Brand Equity, Buying Interest*

