

ABSTRACT

This study aims to determine and analyze the effect of brand image, price, and promotion on buying interest in Le Minerale bottled water products in DKI Jakarta. The research design uses a causal design with a quantitative approach. The population in this research is people who have purchased and consumed Le Minerale mineral water products in DKI Jakarta. The sample used in this study was 160 respondents. Methods of data collection through the distribution of questionnaires. Methods of data analysis using SEM - PLS. The research findings show that brand image has a significant positive effect on purchase intention. Price has a significant positive effect on buying interest. Promotion has a significant positive effect on purchase intention.

Keywords : Brand Image; Price; Promotion; Buying Interest.



ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh citra merek, harga, dan promosi terhadap minat beli pada produk air kemasan Le Minerale di DKI Jakarta. Desain penelitian menggunakan desain kausal dengan pendekatan kuantitatif. Populasi dalam peneliti ini adalah masyarakat yang sudah pernah membeli dan mengonsumsi produk air mineral Le Minerale di DKI Jakarta. Sampel yang digunakan dalam penelitian ini sebanyak 160 responden. Metode pengumpulan data melalui penyebaran kuesioner. Metode analisis data menggunakan SEM – PLS. Hasil temuan penelitian menunjukkan bahwa citra merek berpengaruh positif signifikan terhadap minat beli. Harga berpengaruh positif signifikan terhadap minat beli. Promosi berpengaruh positif signifikan terhadap minat beli.

Kata kunci: Citra Merek; Harga; Promosi; Minat Beli.



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