

ABSTRAK

Minat beli merupakan sebuah perilaku konsumen dimana memiliki keinginan untuk memilih, menggunakan, mengkonsumsi, atau bahkan menginginkan suatu produk yang ditawarkan. Tujuan dari penelitian ini ialah untuk mengetahui pengaruh sikap, norma subjektif dan citra merek terhadap minat beli konsumen di Tokopedia. Penelitian ini dilakukan di Indonesia, jumlah sampel yang diambil sebanyak 150 responden dengan menggunakan penyebaran kuesioner dan menggunakan metode analisis data SmartPLS software. Berdasarkan hasil analisis ditemukan bahwa secara parsial sikap (X1) berpengaruh signifikan terhadap minat beli konsumen (Y), secara parsial norma subjektif (X2) tidak berpengaruh signifikan terhadap minat beli konsumen (Y), dan secara parsial citra merek (X3) berpengaruh signifikan terhadap minat beli konsumen (Y). Hasil dari penelitian ini dapat disarankan kepada pihak Tokopedia agar senantiasa terus menciptakan strategi-strategi khususnya di bidang marketing mengingat persaingan yang kian sengit.

Kata Kunci : Sikap, Norma Subjektif, Citra Merek dan Minat Beli.



ABSTRACT

Purchase interest is a consumer behavior where they have the desire to choose, use, consume, or even desire a product being offered. The aim of this research is to determine the influence of attitudes, subjective norms and brand image on consumer buying interest on Tokopedia. This research was conducted in Indonesia, the number of samples taken was 150 respondents using questionnaires and using the SmartPLS software data analysis method. Based on the results of the analysis, it was found that partially attitude (X1) had a significant effect on consumer buying interest (Y), partially subjective norms (X2) had no significant effect on consumer buying interest (Y), and partially brand image (X3) had a significant effect on consumer buying interest (Y). The results of this research can be recommended to Tokopedia to always continue to create strategies, especially in the marketing sector, considering that competition is increasingly fierce.

Keywords: Attitude, Subjective Norms, Brand Image and Purchase Intention



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