

ABSTRACT

This research- discusses the influence of brand image, product quality and price to encourage interest in buying cosmetics Wardah.

The object of this research is a consumer product that is Wardah Cosmetic Student Faculty of Economics and Business Management Department Force 2013, which is still active in the region Mercu Buana University Meruya - West Jakarta. This research was done to 160 respondents by using quantitative-descriptive approach. The sampling technique used was purposive sampling Thus, data analysis which is used is a Microsoft Excel 2007 and LISREL 8.8.

The results of the research hypotheses indicate that brand image has a significant influence on buying interest Cosmetics Wardah, product quality has a significant influence on buying interest Cosmetics Wardah, price have a significant influence on the buying interest Cosmetics Wardah.

The research model tested in this study were able to meet the criteria for eligibility testing models.

Keywords: *brand image, product quality, price and buying interest.*



ABSTRAK

Penelitian ini membahas bagaimana pengaruh citra merek, kualitas produk dan harga dalam mendorong minat beli kosmetik Wardah.

Objek penelitian ini adalah konsumen produk kosmetik Wardah yaitu Mahasiswa Fakultas Ekonomi dan Bisnis Jurusan Manajemen Angkatan 2013 yang masih aktif Universitas Mercu Buana di Wilayah Meruya - Jakarta Barat. Penelitian ini dilakukan terhadap 160 responden dengan menggunakan pendekatan deskriptif kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling*. Karena itu, analisis data yang digunakan adalah *Microsoft Excel 2007* dan LISREL 8.8.

Hasil pengujian hipotesis menunjukkan bahwa citra merek memiliki pengaruh signifikan terhadap minat beli kosmetik Wardah, kualitas produk memiliki pengaruh signifikan terhadap minat beli kosmetik Wardah, harga memiliki pengaruh signifikan terhadap minat beli kosmetik Wardah. Model penelitian yang diuji dalam penelitian ini mampu memenuhi kriteria pengujian kelayakan model.

Kata kunci: citra merek, kualitas produk, harga dan minat beli.

