

ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor faktor yang mempengaruhi minat beli konsumen kemeja the executive objek penelitian ini adalah konsumen yang membeli kemeja merek the executive yang berlokasi di Jakarta Barat. Penelitian ini dilakukan terhadap 100 responden dengan menggunakan pendekatan kuantitatif asosiatif. Analisis data yang digunakan adalah uji regresi linier berganda. Hasil penelitian menunjukkan secara persial bahwa kualitas produk berpengaruh positif dan signifikan terhadap minat pembelian. kualitas citra merek berpengaruh positif dan signifikan terhadap minat pembelian, dan harga berpengaruh positif dan signifikan terhadap minat pembelian. Secara simultan kualitas produk, citra merek, harga secara bersama sama berpengaruh sebesar 28,6%

Kata Kunci : Kualitas Produk, Citra Merek, Harga, Minat Pembelian.



ABSTRACT

This research aims to know the factors that affect the interest of the consumer to buy the shirt the executive object of research is the consumer who buys the brand shirts executive located in West Jakarta. This research was conducted towards the 100 respondents using a quantitative approach is associative. The data analysis used was multiple linear regression test. Results of the study showed that the quality of the product in the influential persial positively and significantly to the buying interest. the quality of the brand image of the positive and significant effect against the interest of the purchase, and the price is a positive and significant effect against the interest of the purchase. Simultaneous product quality, brand image, price together same effect of 28.6%.

Keyword: Product Quality, Brand Image, Price, Purchase Interest.

