

ABSTRAK

PENGARUH KUALITAS PRODUK DAN PROMOSI PENJUALAN RAMAYANA *DEPARTMENT STORE* TERHADAP MINAT BELI KONSUMEN

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh positif kualitas produk terhadap minat beli konsumen, (2) pengaruh positif promosi penjualan terhadap minat beli konsumen, serta (3) pengaruh positif kualitas produk dan promosi penjualan terhadap minat beli konsumen secara simultan di pusat perbelanjaan: Ramayana Department Store. Pengambilan sampel menggunakan teknik accidental sampling. Data penelitian diperoleh dengan membagikan kuesioner tentang kualitas produk, promosi penjualan dan minat beli konsumen kepada 100 responden. Teknik analisis data dalam penelitian ini adalah Analisis Regresi Berganda menggunakan aplikasi IBM SPSS Statistik 16. Hasil penelitian menunjukkan bahwa (1) kualitas produk mempunyai pengaruh positif terhadap minat beli konsumen, (2) promosi penjualan mempunyai pengaruh positif terhadap minat beli konsumen, dan (3) kualitas produk dan promosi penjualan mempunyai pengaruh positif terhadap minat beli konsumen secara simultan.

Kata kunci: Kualitas Produk, Promosi Penjualan, Minat Beli Konsumen

ABSTRACT

THE INFLUENCE OF QUALITY PRODUCT AND SALE PROMOTION RAMAYANA *DEPARTMENT STORE* ON CONSUMERS BUYING INTENTION

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The research aims to know (1) the positive influence of quality product on consumers buying intention, (2) the positive influence of sale promotion on consumers buying intention, and (3) the positive influence of quality product and sale promotion simultaneously on consumers buying intention of Ramayana Department Store. The sampling technique used is accidental sampling. Research data were obtained by distributing questionnaire regarding about quality of product, sale promotion and consumers buying intention to 100 respondents. The data analysis technique used in this research is multiple regression analysis using IBM SPSS Statistic 16. This research result show that (1) quality of product positively influence on consumers buying intention, (2) sale promotion positively influence on consumers buying intention, and (3) quality of product and sale promotion simultaneously influence the consumers buying intention.

Keyword: Quality of Product, Sale Promotion, Consumers Buying Intention