

ABSTRAK
**ANALISIS PENGARUH PERSEPSI KONSUMEN TENTANG KUALITAS
PRODUK DAN HARGA PRODUK TERHADAP MINAT BELI**

**Studi Kasus pada Penghuni Kost Konsumen POND'S *Moisturizer* di Dusun
Mrican dan Dusun Papringan, Kelurahan Catur Tunggal, Kecamatan Depok
Sleman, Kabupaten Sleman, Yogyakarta**

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Penelitian ini bertujuan untuk mengetahui bagaimana persepsi konsumen tentang kualitas produk dan harga produk POND'S *Moisturizer* serta untuk mengetahui apakah ada perbedaan persepsi konsumen tentang kualitas produk dengan harga produk POND'S *Moisturizer* dilihat dari jenis kelamin, usia, dan besarnya uang saku per bulan, dan juga untuk mengetahui apakah persepsi konsumen mengenai kualitas produk dengan harga produk POND'S *Moisturizer* berpengaruh terhadap minat beli ulang konsumen.

Metode pengumpulan data yang digunakan dalam penelitian ini adalah metode kuesioner. Penelitian ini dilakukan di Dusun Mrican dan Dusun Papringan, dengan jumlah responden yang diambil sebanyak 100 responden. Teknik pengambilan sampel yang digunakan adalah *Purposive Sampling*. Teknik analisis data yang digunakan adalah Analisis Persentase, Analisis *Independent Sample t-test*, Analisis Anova Satu Arah, dan Analisis Regresi Linear Berganda.

Dari hasil diketahui bahwa persepsi konsumen terhadap kualitas POND'S *Moisturizer* adalah baik dan persepsi konsumen terhadap harga POND'S *Moisturizer* relatif sedang. Tidak ada perbedaan persepsi konsumen terhadap kualitas POND'S *Moisturizer* jika dilihat menurut jenis kelamin, usia dan besar uang saku per bulan responden. Tidak ada perbedaan persepsi konsumen terhadap harga POND'S *Moisturizer* jika dilihat menurut jenis kelamin dan usia responden. Sebaliknya ada perbedaan persepsi konsumen terhadap harga POND'S *Moisturizer* dilihat menurut besarnya uang saku per bulan responden. Persepsi konsumen mengenai kualitas POND'S *Moisturizer* berpengaruh terhadap minat beli ulang konsumen, sedangkan persepsi konsumen mengenai harga POND'S *Moisturizer* tidak berpengaruh terhadap minat beli ulang konsumen.

ABSTRACT
AN ANALYSIS ON THE INFLUENCE ON CONSUMER'S PERCEPTION
ABOUT PRODUCT PRICE AND QUALITY TOWARDS BUYING
INTEREST

**Case Study in Boarding House Residents in Mrican and Papringan Village,
Catur Tunggal, Depok, Sleman, Yogyakarta**

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2009

The purpose of this research is to know about (1) consumer's perception on the price and quality of POND'S Moisturizer from several perspective such as gender, age and monthly pocket money, (2) consumers perception related to the influence of the consumer's continual buying interest towards the quality and price of POND'S Moisturizer.

The method of data collection which used in this research was questionnaire method. The research was conducted in Mrican and Papringan village, with 100 participants. The technique of sampling collection used was purposive sampling. The technique for the analysis was used Percentage Analysis, Independent Sample t-test Analysis, One-Way Anova Analysis, Multiple Linear Regression Analysis.

The research found that (1) consumer's perception towards the quality of POND'S Moisturizer was good, (2) the consumer's perception towards the price of POND'S Moisturizer based was moderate.

(3) There was no difference on consumer's perception towards the quality of POND'S Moisturizer, based on gender, age of the participants and the amount of pocket money. (4) There was no difference on consumer's perception towards the price of POND'S Moisturizer, based on gender and age of the participants. (5) However, there was difference on consumer's perception towards the price of the product based on the monthly pocket money. (6) Consumer's perception towards POND'S Moisturizer also gave a big influence on consumer's continual buying interest, whereas the consumer's perception about POND'S Moisturizer price did not give any influence towards consumer's continual buying interest.