

ABSTRAK

ANALISIS PENGARUH HARGA, KUALITAS PRODUK, DAN PROMOSI TERHADAP MINAT BELI BUKU NOVEL

Studi Kasus pada Konsumen di Toko Buku Gramedia Yogyakarta

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Penelitian ini bertujuan untuk melihat pengaruh simultan dan parsial pada harga, kualitas produk, dan promosi terhadap minat beli buku novel (studi kasus pada konsumen buku novel di toko buku Gramedia Yogyakarta). Penelitian ini menggunakan tiga variabel independen yaitu variabel harga, kualitas produk, dan promosi. Variabel minat beli digunakan sebagai variabel dependen.

Metode penelitian ini menggunakan teknik *purposive sampling* dengan kriteria konsumen yang berminat membeli buku novel di toko buku Gramedia Yogyakarta. Penelitian ini menggunakan sampel sebanyak 100 responden. Teknik pengumpulan pada penelitian ini menggunakan metode kuesioner. Teknik pengujian instrumen menggunakan uji validitas dan reliabilitas. Teknik analisis data menggunakan analisis deskriptif, uji asumsi klasik, dan analisis regresi linier berganda, uji f dan uji t.

Hasil penelitian ini menunjukkan bahwa: 1) harga, kualitas produk, dan promosi berpengaruh terhadap minat beli buku novel. Secara parsial; 2) harga berpengaruh terhadap minat beli buku novel, 3) kualitas produk berpengaruh terhadap minat beli buku novel, dan 4) promosi berpengaruh terhadap minat beli buku novel.

Kata kunci : harga, kualitas produk, promosi, dan minat beli.

ABSTRACT

ANALYSIS INFLUENCE OF PRICE, QUALITY OF PRODUCT, AND PROMOTION ON THE NOVEL BUYING INTEREST

A Case Study at Novel Consumer on Gramedia Bookstore in Yogyakarta

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This research aim to see the simultaneous and partial influence to the price, quality of product, and promotion against to buying interest on the novel (case study at novel consumer on Gramedia bookstore in Yogyakarta). This research uses three independent variables namely price, quality of product, and promotion. Buying interest use as dependen variable.

The method of the sampling is purposive sampling employing the criteria: consumers who are interested to buy novel at Gramedia bookstore in Yogyakarta. This research took as many as 100 respondents. Data collections technique on this research was questionnaire method. The test instruments was validity test and reliability test. The data was analysed using the assumption of classical test, descriptive analysis, multiple linear regression, F test and t test.

The result of this research showed that: 1) price, quality of product, and promotion simultaneously influenced novel buying interest. Partially; 2) price influenced novel buying interest, 3) quality of product influenced novel buying interest, and 4) promotion influenced novel buying interest.

Keywords: price, quality of product, promotion, and buying interest