

ABSTRAK

PENGARUH PRODUK, DISTRIBUSI, DAN *DIGITAL MARKETING* TERHADAP MINAT BELI ALBUM MUSIK KOREAN POP

Studi Pada Penggemar Musik Korean Pop (K-Pop)

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Penelitian ini bertujuan untuk mengetahui pengaruh produk, distribusi, dan *digital marketing* terhadap minat beli album musik K-Pop. Jenis penelitian ini adalah penelitian kuantitatif. Populasinya adalah penggemar musik K-Pop di Pulau Jawa. Jumlah sampel sebanyak 100 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Uji instrumen menggunakan uji validitas dan reliabilitas. Teknik analisis yang digunakan adalah regresi linear berganda dan uji t-test sampel independen untuk menguji hipotesis penelitian.

Hasil penelitian menunjukkan bahwa: (1) Persepsi terhadap produk berpengaruh terhadap minat beli album musik K-Pop, (2) Persepsi terhadap distribusi tidak berpengaruh pada minat beli terhadap minat beli album musik K-Pop, (3) Persepsi terhadap *digital marketing* berpengaruh terhadap minat beli album musik K-Pop, (4) Tidak terdapat perbedaan persepsi minat beli album musik K-Pop berdasarkan jumlah uang saku.

Kata kunci: Produk, Distribusi, *Digital Marketing*, Minat Beli

ABSTRACT

THE INFLUENCE OF PRODUCT, DISTRIBUTION , AND DIGITAL MARKETING TOWARD PURCHASE INTEREST OF MUSIC ALBUM KOREAN POP

A Study on Korean Pop (K-Pop) Music Fans

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The research aims to identify the influence of product, distribution, and digital marketing toward purchase interest of music album Korean Pop. The research is classified as a quantitative research. The population is K-Pop music fans in Java Island. The number of sample is 100 respondents. The data collection technique applied is purposive sampling. The instruments used validity test dan reliability test. The analysis technique is used multiple linear regression and independent sample t-test to test the hypothesis research.

This result showed that: (1) The perception of product partially influenced purchase interest of music album Korean pop, (2) The perception of distribution didn't partially influence purchase interest of music album Korean pop, (3) The perception of digital marketing partially influenced purchase interest of music album Korean pop, (4) There were no difference in perception of purchase interest based on the amount of pocket money.

Keywords: Product, Distribution, Digital Marketing, Purchase Interest