

ABSTRAK**PENGARUH KUALITAS PRODUK, HARGA, DAN PROMOSI TERHADAP MINAT BELI PRODUK *OTA.CO***

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Penelitian ini bertujuan untuk mengetahui apakah: 1) pengaruh simultan variabel kualitas produk, harga, promosi terhadap variabel minat beli produk *ota.co* 2) pengaruh secara parsial variabel kualitas produk berpengaruh terhadap variabel minat beli produk *ota.co* 3) pengaruh parsial variabel harga terhadap variabel minat beli produk *ota.co* 4) pengaruh parsial variabel promosi berpengaruh terhadap variabel minat beli produk *ota.co*. populasi pada penelitian ini adalah seluruh mahasiswa di Daerah Istimewa Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*. Pengumpulan data dalam penelitian ini berupa wawancara dan penyebaran kuesioner sebanyak 100 responden. Teknik analisis data dalam penelitian ini diantaranya analisis deskriptif, dan uji asumsi klasik, analisis uji regresi berganda uji F dan uji t dan koefisien determinasi. Pengolahan data dibantu dengan menggunakan aplikasi *IBM SPSS Statistic 23*. Hasil pada penelitian ini menunjukkan bahwa 1) kualitas produk, harga, promosi secara simultan berpengaruh terhadap produk *ota.co*. 2) kualitas produk secara parsial tidak berpengaruh terhadap minat beli produk *ota.co*. 3) harga secara parsial tidak berpengaruh terhadap minat beli produk *ota.co*. 4) promosi secara parsial berpengaruh terhadap minat beli produk *ota.co*.

Kata Kunci: Kualitas Produk, Harga, Promosi dan Minat Beli.

ABSTRACT**INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION ON INTEREST TO BUY OTA.CO PRODUCTS**

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This study aims to determine whether: 1) the effect of variable product quality, price, promotion simultaneously on buying interest at ota.co products 2) the effect of product quality variable partially on buying interest at ota.co products 3) the effect of price variable partially on buying interest at ota.co product 4) the effect of promotional variable partially on buying interest at ota.co product. The population in this study were all students in the Special Region of Yogyakarta. The sampling technique used was purposive sampling. Collecting data in this study in the form of interviews and distributing questionnaires to 100 respondents. Data analysis techniques in this study include descriptive analysis, classical assumption test, multiple regression analysis, F test and t test and the coefficient of determination. Data processing is assisted by using the IBM SPSS Statistic 23 application. The results of this study indicate that 1) product quality, price, promotion simultaneously affect ota.co products. 2) product quality partially has no effect on purchase intention at ota.co products. 3) Price partially has no effect on buying Interest at ota.co products. 4) Promotion partially affects the buying interest of ota.co products.

Keywords: *Product Quality, Price, Promotion and Buying Interest.*