

ABSTRAK
PENGARUH HARGA, KUALITAS PRODUK, DAN CITRA MEREK
TERHADAP MINAT BELI SEPATU VENTELA

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2021

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh harga, kualitas produk, dan citra merek terhadap minat beli sepatu ventela, 2) pengaruh harga terhadap minat beli sepatu ventela, 3) pengaruh kualitas produk terhadap minat beli sepatu ventela, 4) pengaruh citra merek terhadap minat beli sepatu ventela. Populasi dalam penelitian ini adalah mahasiswa yang berdomisili di Yogyakarta yang belum pernah membeli dan mengetahui produk sepatu ventela. Teknik pengambilan sampel menggunakan purposive sampling, data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik dan analisis regresi linier berganda dengan menggunakan aplikasi IBM SPSS *statistics* 20. Hasil penelitian menunjukkan bahwa : 1) harga, kualitas produk, dan citra merek berpengaruh terhadap minat beli sepatu ventela. 2) harga berpengaruh terhadap minat beli sepatu ventela, 3) kualitas produk berpengaruh terhadap minat beli sepatu ventela, 4) citra merek berpengaruh terhadap minat beli sepatu ventela.

Kata kunci : harga, kualitas produk, citra merek, dan minat beli

ABSTRACT
THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND BRAND IMAGE
ON INTEREST TO BUY VENTELA SHOES

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This study aims determine : 1) the influence of price, product quality, and brand image towards interest to buy Ventela shoes, 2) the influence of price towards interest to buy Ventela shoes, 3) the influence product quality towards interest to buy Ventela shoes, 4) the influence brand image towards interest to buy Ventela shoes. The population in this study are students who live in Yogyakarta who have never bought but know about Ventela shoes products. The sampling technique used purposive sampling, data obtained by distributing questionnaire to 100 respondents. The data analysis technique in this study is descriptive analysis, classical assumption test and multiple linear regression analysis using the IBM SPSS statistics 20 application. The results show that : 1) price, product quality, and brand image influenced the interest in buying Ventela shoes, 2) price influenced the interest in buying Ventela shoes, 3) product quality influenced the interest in buying Ventela shoes, 4) brand image influenced the interest in buying Ventela shoes.

Keywords : price, quality product, brand image, buying interest