

ABSTRAK

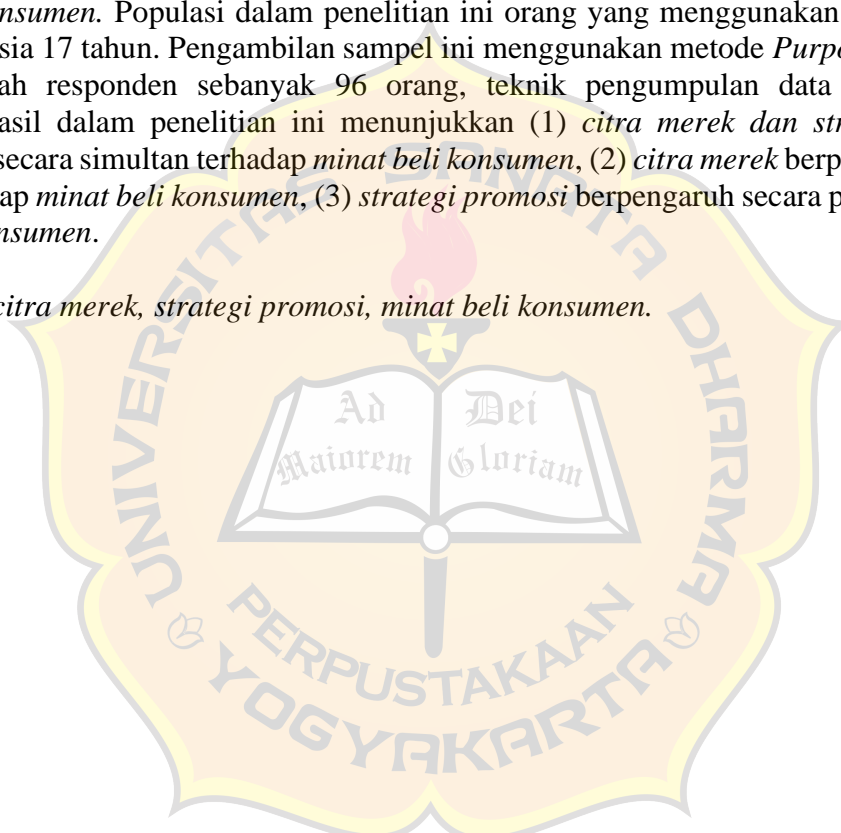
PENGARUH CITRA MEREK DAN STRATEGI PROMOSI TERHADAP MINAT BELI KONSUMEN PADA PRODUK LOKAL

Studi pada Skincare Lokal Somethinc

Emmelia Ayu Rian Permata Devi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara *simultan citra merek dan strategi promosi* terhadap *minat beli konsumen*, (2) pengaruh secara parsial *pengaruh citra merek* terhadap *minat beli konsumen* (3) pengaruh secara parsial *strategi promosi* terhadap *minat beli konsumen*. Populasi dalam penelitian ini orang yang menggunakan skincare lokal minimal berusia 17 tahun. Pengambilan sampel ini menggunakan metode *Purposive Sampling* dengan jumlah responden sebanyak 96 orang, teknik pengumpulan data menggunakan kuesioner. Hasil dalam penelitian ini menunjukkan (1) *citra merek dan strategi promosi* berpengaruh secara simultan terhadap *minat beli konsumen*, (2) *citra merek* berpengaruh secara parsial terhadap *minat beli konsumen*, (3) *strategi promosi* berpengaruh secara parsial terhadap *minat beli konsumen*.

Kata kunci : *citra merek, strategi promosi, minat beli konsumen*.



ABSTRACT

The influence of brand image and promotional strategies on consumer buying interest in local products

A study at Local Skincare Something

Emmelia Ayu Rian Permata Devi
Sanata Dharma University
Yogyakarta
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The aim of this research was : (1) to know the simultaneous influence of brand image and promotion strategy on consumer buying interest, (2) to know the partial influence of brand image on consumer buying interest, (3) and to know the partial influence of promotion strategy on consumer buying interest. The population in this research consisted of consumers of local skincare whose age was at least 17 years old. The sampling technique used was purposive sampling technique. The number of respondents was as many as 96. Data were collected by distributing a questionnaire to 96 respondents. The conclusion of this research was that : (1) brand image and promotion strategy simultaneously influenced consumer buying interest, (2) brand image partially influenced consumer buying interest, (3) promotion strategy had a partial influence on consumer buying interest.

Keywords : brand image, promotion strategy, consumer buying interest.

