

**ABSTRAK**

**PENGARUH PROMOSI, HARGA DAN DESAIN TERHADAP MINAT  
BELI SMARTPHONE MEREK SAMSUNG**

**Studi pada calon konsumen Samsung di Samsung Store Hartono Mall  
Yogyakarta**

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Penelitian ini bertujuan untuk mengetahui 1) pengaruh promosi, harga, dan desain secara simultan terhadap minat beli, 2) pengaruh promosi, harga, dan desain secara parsial terhadap minat beli Smartphone merek Samsung di Hartono Mall Jogja. Populasi dalam penelitian ini adalah calon konsumen Samsung di Hartono Mall Jogja. Teknik pemilihan sampel menggunakan purposive sampling, data diperoleh dengan membagikan kuesioner berupa googleform kepada 100 responden. Uji instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis data dalam penelitian ini adalah regresi linear berganda dengan menggunakan SPSS 25. Hasil penelitian menunjukkan bahwa: 1) promosi, dan desain secara simultan berpengaruh terhadap minat beli, 2) promosi, dan desain secara parsial berpengaruh terhadap minat beli, 3) harga secara parsial tidak berpengaruh terhadap minat beli Smartphone merek Samsung di Hartono Mall.

Kata kunci : promosi, harga, desain, minat beli.

## ABSTRACT

### THE INFLUENCE OF PROMOTION, PRICE AND DESIGN ON THE PURCHASE INTENTION SAMSUNG BRAND SMARTPHONES

**Study on Samsung potential consumers at the Samsung Store Hartono Mall  
Yogyakarta**

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This research aims to find out: 1) the simultaneous influence of promotion, price, and design on purchase intention, 2) the partial influence of promotion, price, and design on purchase intention of Samsung at Hartono Mall Jogja. The population in this study is Samsung potential consumers at Samsung at Hartono Mall Jogja. The sample selection technique using purposive sampling, the data was obtained by distributing questionnaires with googleform to 100 respondents. Instrument tests use validity and reliability tests. The data analysis technique in this study is multiple linear regression using SPSS 25. The results showed that: 1) promotion and design simultaneously affect on purchase intention, 2) promotion and design partially affect on purchase intention, 3) price partially not affect on purchase intention Samsung Brands Smartphones.

Keywords: promotion, price, design, buying interests.