

ABSTRAK

PENGARUH CITRA MEREK, PERSEPSI HARGA, DAN SOCIAL MEDIA MARKETING TERHADAP MINAT BELI LAPTOP ASUS TUF GAMING

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh simultan citra merek, persepsi harga, dan *social media marketing* terhadap minat beli laptop Asus TUF *gaming*, (2) Pengaruh citra merek terhadap minat beli laptop Asus TUF *gaming*, (3) Pengaruh persepsi harga terhadap minat beli laptop Asus TUF *gaming*, (4) Pengaruh *social media marketing* terhadap minat beli laptop Asus TUF *gaming*. Jenis penelitian yang digunakan adalah penelitian kuantitatif. Sampel dalam penelitian ini adalah Mahasiswa Universitas Sanata Dharma berjumlah 100 responden dengan menggunakan teknik *purposive sampling*. Teknik pengumpulan data dengan menyebarkan kuesioner. Teknik analisis data yang digunakan adalah regresi linier berganda dan menggunakan aplikasi SPSS versi 26. Hasil penelitian adalah: (1) Citra merek, persepsi harga, dan *social media marketing* secara simultan berpengaruh terhadap minat beli laptop Asus TUF *gaming*, (2) Citra merek berpengaruh terhadap minat beli laptop Asus TUF *gaming*, (3) Persepsi harga berpengaruh terhadap minat beli laptop Asus TUF *gaming*, (4) *social media marketing* berpengaruh terhadap minat beli laptop Asus TUF *gaming*.

Kata kunci: Citra Merek, Persepsi Harga, *Social Media Marketing*, Minat Beli.

ABSTRACT

**THE INFLUENCE OF BRAND IMAGE, PRICE, AND SOCIAL MEDIA
MARKETING ON PURCHASE INTEREST OF ASUS TUF GAMING LAPTOPS**

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This research aims to determine: (1) The simultaneous influence of brand image, price perception, and social media marketing on buying interest in Asus TUF gaming laptops, (2) The influence of brand image on buying interest in Asus TUF gaming laptops, (3) The influence of price perception on buying interest in Asus TUF gaming laptops, (4) The influence of social media marketing on buying interest in Asus TUF gaming laptops. The type of research used is quantitative research. The sample in this study were 100 Sanata Dharma University students used purposive sampling technique. Data collection techniques by distributing questionnaires. The data analysis technique used is multiple linear regression and uses the SPSS version 26 application. The research found that: (1) Brand image, price perception, and social media marketing simultaneously influenced the purchase intention of Asus TUF gaming laptops, (2) Brand image influenced the purchase intention of Asus TUF gaming laptops, (3) Price perception influenced the purchase intention of Asus TUF gaming laptops, (4) social media marketing influenced the purchase intention of Asus TUF gaming laptops..

Keywords: Brand Image, Price Perception, Social Media Marketing, Purchase Intention.