ABSTRAK

PENGARUH *PRODUCT DIFFERENTIATION* DAN *PRODUCT KNOWLEDGE* TERHADAP MINAT BELI PRODUK GRIMLOC RECORDS

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh *product differentiation* dan *product knowledge* secara simultan terhadap minat beli produk Grimloc Records, 2) Pengaruh *product differentiation* secara parsial terhadap minat beli produk Grimloc Records, 3) Pengaruh *product knowledge* secara parsial terhadap minat beli produk Grimloc Records. Penelitian ini memiliki populasi penelitian yaitu pendengar Grimloc Records di Yogyakarta. Teknik yang digunakan dalam pengambilan sampel adalah *non probability sampling* dengan menggunakan teknik *purposive sampling*. Sampel pada plenelitian ini berjumlah 100 responden yang merupakan mahasiswa aktif di Yogyakarta, responden belum pernah melakukan pembelian pada produk Grimloc Records. Teknik analisis data yang digunakan adalah analisis deskriptif dan regresi linear berganda dengan menggunakan aplikasi IBM SPSS 25. Hasil pada penelitian ini menunjukkan bahwa *product differentiation* dan *product knowledge* secara simultan berpengaruh terhadap minat beli produk Grimloc Records, *product differentiation* secara parsial berpengaruh positif terhadap minat beli produk Grimloc Records, dan *product knowledge* secara parsial berpengaruh positif terhadap minat beli produk Grimloc Records.

Kata Kunci: *Product Differentiation, Product Knowledge,* dan Minat Beli

ABSTRACT

THE INFLUENCE OF PRODUCT DIFFERENTIATION AND PRODUCT KNOWLEDGE OF PURCHASE INTENTION OF GRIMLOC RECORDS PRODUCTS.

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This study aims to determine: 1) The influence of product differentiation and product knowledge simultaneously on the purchase intention of Grimloc Records products, 2) The influence of product differentiation partially on the purchase intention of Grimloc Records products, 3) The influence of product knowledge partially on the purchase intention of Grimloc Records products. This study has a research population of Grimloc Records listeners in Yogyakarta. This research used non-probability sampling method with purposive sampling techniques. The sample in this research amounted to 100 respondents who were active students in Yogyakarta, respondents had never made a purchase on Grimloc Records products. The data analysis techniques used are descriptive analysis and multiple linear regression processed using the IBM SPSS 25 applications. The results of this study showed that: 1) Product differentiation and product knowledge simultaneously influenced the purchase intention of Grimloc Records products, 2) Product differentiation had a positive influence on the purchase intention of Grimloc Records products in partial way, 3) Product knowledge had a positive influence on the purchase intention of Grimloc Records products in partial way.

Keyword: Product Differentiation, Product Knowledge, and Purchase Intention