

ABSTRAK
PENGARUH KUALITAS PRODUK, HARGA DAN PROMOSI TERHADAP MINAT BELI KONSUMEN PRODUK *HERBORIST JUICE FOR SKIN*

Studi pada Mahasiswa di Yogyakarta

Katarina Surya Amung
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh kualitas produk, harga dan promosi secara simultan berpengaruh terhadap minat beli konsumen produk *herborist juice for skin* pada mahasiswa di Yogyakarta, (2) pengaruh kualitas produk terhadap minat beli konsumen produk *herborist juice for skin* pada mahasiswa di Yogyakarta, (3) pengaruh harga terhadap minat beli konsumen produk *herborist juice for skin* pada mahasiswa di Yogyakarta, (4) pengaruh promosi terhadap minat beli konsumen produk *herborist juice for skin* pada mahasiswa di Yogyakarta. Jenis penelitian ini adalah kuantitatif. Populasi dalam penelitian ini adalah semua mahasiswa di Yogyakarta. Sampel dalam penelitian ini sebanyak 96 responden. Teknik pengambilan sampel menggunakan *non purposive sampling* dengan metode *purposive sampling*. Uji instrumen penelitian menggunakan uji validitas dan reliabilitas. Teknik analisis data dalam penelitian ini adalah teknik statistik deskriptif, uji asumsi klasik, analisis regresi linear berganda, uji hipotesis dan koefisien determinasi dengan menggunakan aplikasi IBM SPSS 26 dan data yang di peroleh dengan menyebarkan kuesioner kepada 96 responden. Hasil penelitian ini menunjukkan bahwa: (1) kualitas produk, harga dan promosi secara simultan berpengaruh terhadap minat beli konsumen produk *herborist juice for skin* pada mahasiswa di Yogyakarta, (2) kualitas produk secara parsial berpengaruh terhadap minat beli konsumen produk *herborist juice for skin* pada mahasiswa di Yogyakarta, (3) Harga secara parsial berpengaruh terhadap minat beli konsumen produk *herborist juice for skin* pada mahasiswa di Yogyakarta, (4) Promosi secara parsial tidak berpengaruh terhadap minat beli konsumen produk *herborist juice for skin* pada mahasiswa di Yogyakarta.

Kata Kunci: kualitas produk, harga, promosi, minat beli

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION ON CONSUMER BUYING INTEREST IN HERBORIST JUICE FOR SKIN PRODUCTS

Study on Students in Yogyakarta

Katarina Surya Amung
Management Study Program, Faculty of Economics
Sanata Dharma University
Yogyakarta
2023

This study aims to find out: (1) the influence of product quality, price and promotion simultaneously affects consumer buying interest of herborist juice for skin products in students in Yogyakarta, (2) the influence of product quality on consumer buying interest of herborist juice for skin products in students in Yogyakarta, (3) the effect of price on consumer buying interest of herborist juice for skin products in students in Yogyakarta, (4) the influence of promotion on consumer buying interest in herborist juice for skin products in students in Yogyakarta. This type of research is quantitative. The population in this study was all students in Yogyakarta. The sample in this study was 96 respondents. The sampling technique uses non-purposive sampling with the purposive sampling method. Test research instruments using validity and reliability tests. Data analysis techniques in this study are descriptive statistical techniques, classical assumption tests, multiple linear regression analysis, hypothesis tests and coefficients of determination using the IBM SPSS 26 application and data obtained by distributing questionnaires to 96 respondents. The results of this study show that: (1) product quality, price, and promotion simultaneously affect consumer buying interest of herborist juice for skin products in students in Yogyakarta, (2) product quality partially affects consumer buying interest of herborist juice for skin products in students in Yogyakarta, (3) Price partially affects consumer buying interest of herborist juice for skin products for students in Yogyakarta, (4) Partial promotion does not affect consumer buying interest in herborist juice for skin products in students in Yogyakarta.

Keywords: product quality, price, promotion, buying interest