

ABSTRAK

PENGARUH BUZZ MARKETING, PRODUCT KNOWLEDGE, DAN PRODUCT ENGAGEMENT TERHADAP MINAT BELI PADA PRODUK EVOLENE

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh *Buzz Marketing*, *Product Knowledge*, dan *Product Engagement* secara simultan berpengaruh terhadap minat beli pada produk Evolene, 2) Pengaruh *Buzz Marketing* terhadap minat beli pada produk Evolene, 3) Pengaruh *Product Knowledge* terhadap minat beli pada produk Evolene, 4) Pengaruh *Product Engagement* terhadap minat beli pada produk Evolene. Populasi dalam penelitian adalah orang-orang yang berolahraga di *Gym* yang pernah mendengar atau menerima informasi tentang produk Evolene di DIY dan Jawa Tengah. Sampel dalam penelitian ini sebanyak 100 responden. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *quota sampling*. 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 diperoleh dengan menyebarkan kuesioner kepada 100 responden. Hasil penelitian ini menunjukkan bahwa: 1) *Buzz Marketing*, *Product Knowledge*, dan *Product Engagement* secara simultan berpengaruh terhadap minat beli pada produk Evolene, 2) *Buzz Marketing* berpengaruh terhadap minat beli pada produk Evolene, 3) *Product Knowledge* berpengaruh terhadap minat beli pada produk Evolene, 4) *Product Engagement* berpengaruh terhadap minat beli pada produk Evolene.

Kata Kunci: *Buzz Marketing*, *Product Knowledge*, *Product Engagement*, Minat

Beli

ABSTRACT

**THE INFLUENCE OF BUZZ MARKETING, PRODUCT KNOWLEDGE,
AND PRODUCT ENGAGEMENT ON PURCHASE INTEREST IN
EVOLENE PRODUCTS**

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This research aims to determine: 1) The influence of Buzz Marketing, Product Knowledge, and Product Engagement simultaneously on purchase interest in Evolene products, 2) The influence of Buzz Marketing on purchase interest in Evolene products, 3) The influence of Product Knowledge on purchase interest in Evolene products, 4) The influence of Product Engagement on purchase interest in Evolene products. The population in this research were people who exercised at the Gym and had heard or received information about Evolene products in DIY and Central Java. The sample in this research was 100 respondents. The sampling technique used non-probability sampling with the quota sampling method. The data analysis technique in this research was descriptive statistical techniques, classical assumption tests, multiple linear regression analysis, hypothesis testing, and coefficient of determination using the IBM SPSS 26 application, and the data was obtained by distributing questionnaires to 100 respondents. The results of this research indicate that: 1) Buzz Marketing, Product Knowledge, and Product Engagement simultaneously influence purchase interest in Evolene products, 2) Buzz Marketing influences purchase interest in Evolene products, 3) Product Knowledge influences purchase interest in Evolene products, 4) Product Engagement influences purchase interest in Evolene products.

Keywords: Buzz Marketing, Product Knowledge, Product Engagement, Purchase Interest