

ABSTRAK

**PENGARUH CITRA MEREK, HARGA, DAN PROMOSI TERHADAP
NIAT BELI CAT SEMPROT ZEBRA PRO**

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Penelitian ini bertujuan untuk mengetahui pengaruh secara Bersama-sama maupun secara parsial citra merek, harga, dan promosi terhadap niat beli cat semprot Zebra Pro. Populasi dalam penelitian ini adalah pengguna cat semprot Zebra Pro di Yogyakarta. Sampel yang digunakan dalam penelitian ini menggunakan 100 responden dengan metode *non probability sampling* dengan menggunakan *purposive sampling*. Teknik pengumpulan data diperoleh menggunakan kuesioner dalam bentuk tautan *google form* Teknik analisis data dalam penelitian adalah regresi linier berganda, uji F, koefisien determinasi, uji t, dan uji asumsi klasik. Teknik olah data menggunakan aplikasi IBM SPSS *Statistics 25*, dan. Hasil penelitian menunjukkan bahwa variabel citra merek, harga, dan promosi secara bersama-sama berpengaruh terhadap niat beli cat semprot Zebra Pro. Harga dan Promosi berpengaruh secara parsial terhadap niat beli cat semprot Zebra Pro, sedangkan Citra Merek tidak berpengaruh terhadap niat beli cat semprot Zebra Pro.

Kata kunci : Citra merek, Harga, Promosi, Niat Beli.

ABSTRACT

**THE INFLUENCE OF BRAND IMAGE, PRICE, AND PROMOTION ON
THE INTENTION OF BUYING ZEBRA PRO SPRAY PAINT**

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This research aims to determine the influence of brand image, price, and promotion on purchase intention of Zebra Pro spray paint. The population in this study were users of Zebra Pro spray paint in Yogyakarta. The sample used in this study used 100 respondents with a non-probability sampling method using purposive sampling. Data collection techniques were obtained using a questionnaire in the form of a google form link. Data analysis techniques in this study were multiple linear regression, F test, coefficient of determination, t test, and classical assumption test. Data processing techniques use the IBM SPSS Statistics 25 application, and. The results showed that the variance of brand image, price, and promotion simultaneously influenced the purchase intention of Zebra Pro spray paint. Price and Promotion had a partial influenced to purchase intention of Zebra Pro spray paint, while Brand Image had no influence on purchase intention of Zebra Pro spray paint.

Keywords: Brand image, Price, Promotion, Purchase Intent

