

PENGARUH HARGA DAN PROMOSI TERHADAP MINAT BELI PADA DEPO AIR MINUM ISI ULANG FRISTAMA WATER

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Penelitian dilakukan pada Depot Air Fristama Water yang berlokasi di Kecamatan Mojoroto. Perumusan masalah dalam penelitian ini Apakah Promosi yang terdiri dari (Tangibles, Reliability, Responsiveness, Assurance, dan Empathy) secara langsung (simultan) berpengaruh signifikan terhadap Minat Beli Depot Air Fristama Water ? dan Apakah Assurance memiliki pengaruh dominan terhadap Minat Beli Depot Air Fristama Water ? Penelitian ini bertujuan: 1) Untuk mengetahui pengaruh Promosi yang terdiri dari (Tangibles, Reliability, Responsiveness, Assurance, dan Empathy) secara langsung (simultan) terhadap Minat Beli Depot Air Fristama Water) Untuk mengetahui pengaruh dominan Assurance terhadap Minat Beli Depot Air Fristama Water.

Dasar teori yang digunakan adalah Manajemen Pemasaran yang berfokus pada Harga, Promosi dan Minat Beli. Hipotesis penelitian ini adalah 1) Promosi yang terdiri dari (Tangibles, Reliability, Responsiveness, Assurance, dan Empathy) secara langsung (simultan) berpengaruh signifikan terhadap Minat Beli Depot Air Fristama Water. 2) Assurance memiliki pengaruh dominan terhadap Minat Beli Depot Air Fristama Water. Alat analisis yang digunakan adalah Regresi Linier Berganda.

Hasil penelitian diperoleh bahwa Variabel Promosi (Tangibles, Reliability, Responsiveness, Assurance dan Empathy) secara bersama-sama (Simultan) memiliki pengaruh yang signifikan terhadap Minat Beli Depot Air Minum Isi Ulang Fristama Water. Variabel Promosi dengan dimensi Assurance (X4) mempunyai pengaruh yang paling dominan terhadap Minat Beli Depot Air Minum Isi Ulang Fristama Water.

Kata kunci : Harga, Promosi dan Minat

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The research was conducted at Fristama Water Depot located in Mojoroto District. The formulation of the problem in this study Is the promotion consisting of (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) directly (simultaneously) has a significant effect on Buying Interest in Fristama Water Depot? and Does Assurance have a dominant influence on the Buying Interest of Fristama Water Depot? This study aims: 1) To determine the effect of Promotion consisting of (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) directly (simultaneously) on Interest in Buying Depot Air Fristama Water. .

The theoretical basis used is Marketing Management which focuses on Price, Promotion and Buying Interest. The hypotheses of this research are 1) Promotion consisting of (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) directly (simultaneously) has a significant effect on Buying Interest of Fristama Water Depot. 2) Assurance has a dominant influence on the Buying Interest of Fristama Water Depot. The analytical tool used is Multiple Linear Regression.

The results showed that the Promotion Variables (Tangibles, Reliability, Responsiveness, Assurance and Empathy) together (simultaneously) have a significant influence on the Buying Interest of Fristama Water Refill Drinking Water Depot. Promotion variable with Assurance dimension (X4) has the most dominant influence on Buying Interest in Fristama Water Refill Drinking Water Depot.

Keywords: Price, Promotion and Interest