

**PENGARUH HARGA DAN PROMOSI TERHADAP MINAT BELI
SMARTPHONE MEREK SAMSUNG DI TOKO CENTRAL GROSIR
SINGARAJA**

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ABSTRAK

Studi ini tujuannya untuk menguji pengaruh “Harga dan Promosi terhadap Minat Beli *Smartphone* Merek Samsung di Toko Central Grosir Singaraja”. Desain studi yang dipakai adalah kuantitatif kausal. Objek dalam penelitian ini adalah harga, promosi dan minat beli sedangkan untuk subjek dalam penelitian ini adalah masyarakat yang pernah melakukan pembelian *smartphone* merek Samsung di Toko Central Grosir Singaraja. Jumlah sampel di studi ini yaitu sejumlah 100 responden, yang diambil lewat teknik “*purposive sampling*”. Metode pengumpulan data yang digunakan dalam penelitian ini memakai kuesioner serta diuji dengan analisis regresi linier berganda. Hasil penelitian menunjukkan, (1) harga dan promosi berpengaruh terhadap minat beli *smartphone* merek Samsung, (2) harga berpengaruh positif dan signifikan terhadap minat beli *smartphone* merek Samsung, (3) promosi berpengaruh positif dan signifikan terhadap minat beli *smartphone* merek Samsung di Toko Central Grosir Singaraja.

Kata Kunci: harga, minat beli, dan promosi.

***THE INFLUENCE OF PRICE AND PROMOTION ON INTEREST TO
BUY A SAMSUNG BRAND SMARTPHONE AT CENTRAL GROSIR
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ABSTRACT

This study aims to examine the effect of "Price and Promotion on Buying Interests for Samsung Brand Smartphones at the Central Grosir Singaraja Store". The study design used is causal quantitative. The objects in this study were price, promotion and purchase intention while the subjects in this study were people who had purchased a Samsung brand smartphone at the Central Grosir Singaraja Store. The number of samples in this study was 100 respondents, which were taken using a "purposive sampling" technique. The data collection method used in this study used a questionnaire and was tested by multiple linear regression analysis. The results of the study show, (1) price and promotion have an effect on the intention to buy a Samsung brand smartphone, (2) price has a positive and significant effect on the intention to buy a Samsung brand smartphone, (3) promotion has a positive and significant effect on the intention to buy a Samsung brand smartphone at Toko Central Singaraja wholesalers.

Keyword: price, purchase intention, and promotion

