

PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP MINAT BELI PRODUK IPHONE *SECOND* DI ICOND STORE KABUPATEN JEMBRANA

Oleh

Rahmat Ridho, NIM 2017041162

Jurusan Manajemen

ABSTRAK

Tujuan pelaksanaan penelitian ini ialah mengetahui pengaruh harga dan kualitas produk terhadap minat beli produk Iphone *second* di Icond Store Kabupaten Jembrana. Penelitian ini menggunakan penelitian kuantitatif yang menggunakan desain kausal. Sampel yang digunakan pada kajian studi ini adalah 100 responden yang belum pernah melaksanakan pembelian dan berminat untuk melakukan pembelian pada Perusahaan Icond Store Kabupaten Jembrana dengan penggunaan teknik purposive sampling. Instrument yang digunakan dalam penelitian ini adalah kuesioner, dengan uji analisis regresi yang linier berganda. Studi inipun memberi hasil (1) Harga berpengaruh sangat negatif dan signifikan bagi minat beli produk Iphone *second* di Icond Store Kabupaten Jembrana. (2) Kualitas produk berpengaruh positif dan signifikan bagi minat beli produk Iphone *second* di Icond Store Kabupaten Jembrana. (3) Harga dan kualitas produk berpengaruh signifikan secara simultan bagi minat beli produk Iphone *second* di Icond Store Kabupaten Jembrana. Hasil penelitian ini memberikan implikasi jika Perusahaan Icond Store ingin memaksimalkan tingkat minat beli maka harus dapat memberikan harga serta kualitas produk yang terbaik sehingga minat beli akan tercipta.

Kata kunci : Minat Beli, Kualitas Produk, Harga

ABSTRACT

The aim of carrying out this research is to determine the influence of price and product quality on interest in buying second-hand iPhone products at the Icond Store, Jembrana Regency. This research uses quantitative research that uses a causal design. The sample used in this study was 100 respondents who had never made a purchase and were interested in making a purchase at the Jembrana Regency Icond Store Company using a purposive sampling technique. The instrument used in this research was a questionnaire, with multiple linear regression analysis tests. This study also gave results: (1) Price has a very negative and significant effect on interest in buying second-hand iPhone products at the Icond Store, Jembrana Regency. (2) Product quality has a positive and significant effect on interest in buying second-hand iPhone products at the Icond Store, Jembrana Regency. (3) Price and product quality simultaneously have a significant effect on interest in buying second-hand iPhone products at the Icond Store, Jembrana Regency. The results of this research provide implications if the Icond Store Company wants to maximize the level of buying interest, it must be able to provide the best price and product quality so that buying interest will be created.

Keywords: Purchase Interest, Product Quality, Price

