

**PENGARUH KUALITAS PRODUK, HARGA, DAN IKLAN TERHADAP
MINAT BELI OLI MEREK UNIOIL PADA GENERAL MOTOR SERIRIT**

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ABSTRAK

Penelitian ini memiliki tujuan menguji pengaruh parsial dan simultan dari kualitas produk, harga dan iklan bagi minat beli. Subjek pada studi ini menggunakan konsumen oli merek unioil pada general motor Seririt. Sedangkan objek dari studi ini mengambil kualitas produk, harga, iklan, dan keputusan pembelian. Rancangan studi ini tergolong penelitian kuantitatif. Teknik mengumpulkan data berlangsung dengan penyebaran kuesioner, selanjutnya data dianalisis menggunakan regresi linier berganda. Studi inipun memberi bukti bahwasanya kualitas produk, harga dan iklan dengan parsial dan simultan menyumbangkan pengaruhnya dengan signifikan bagi minat beli.

Kata Kunci: Minat Beli, Harga, Kualitas Produk, Iklan.



***THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND ADVERTISING
ON THE PURCHASE INTENTION OF UNIOIL BRAND OIL AT GENERAL
MOTOR SERIRIT***

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ABSTRACT

This study seeks to examine the individual and combined effects of product quality, pricing, and advertising on consumer purchasing interest. The participants in this study were customers of Unioil brand oil at General Motor Seririt. The focus of this study is on analysing product quality, pricing, advertising, and their impact on purchasing decisions. This study design is categorised as quantitative research. Data collection is conducted through the distribution of questionnaires, followed by the analysis of the data using multiple linear regression. This study also presents evidence that product quality, pricing, and advertising have a partial and simultaneous substantial impact on purchasing interest.

Keywords: *Buying Interest, Price, Product Quality, Advertising.*

