

PENGARUH HARGA DAN PROMOSI TERHADAP MINAT BELI IPHONE *SECOND* DI TOKO AIPLUS SINGARAJA

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ABSTRAK

Penelitian ini bertujuan untuk memperoleh bukti empiris mengenai pengaruh harga dan promosi terhadap minat beli, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian kausal. Sampel dalam penelitian ini adalah seluruh konsumen iphone second di toko aiplus Singaraja sebanyak 65 orang yang diambil dengan metode sampel *purposive sampling*. Teknik pengumpulan data menggunakan metode kuesioner. Teknik analisisnya menggunakan regresi linear berganda dengan uji hipotesis. Hasil penelitian menunjukkan bahwa (1) harga dan promosi secara simultan berpengaruh dan signifikan terhadap minat beli. (2) harga berpengaruh positif dan signifikan terhadap minat beli, dan (3) promosi berpengaruh positif dan signifikan terhadap minat beli.

Kata Kunci : harga, minat beli, promosi

***THE EFFECT OF PRICES AND PROMOTIONS ON INTEREST IN
BUYING SECOND IPHONE AT AIPLUS STORE SINGARAJA***

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ABSTRACT

This study aims to obtain empirical evidence regarding the influence of prices and promotions on buying interest, both partially and simultaneously. This study uses a quantitative approach with a type of causal research. The sample in this study is all iphone second consumers at the aiplus Singaraja store as many as 65 people who were taken by the purposive sampling sample method. The data collection technique used the questionnaire method. The analysis technique uses multiple linear regression with hypothesis testing. The results of the study show that (1) price and promotion simultaneously affect and significantly affect buying interest. (2) price has a positive and significant effect on buying interest, and (3) promotion has a positive and significant effect on buying interest.

Keywords : price, buying interest, promotion