

Pengaruh Kualitas Produk dan Iklan Terhadap Niat Beli Konsumen Pada Produk Kahf

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan iklan terhadap niat beli konsumen pada produk Kahf di Kecamatan Buleleng. Penelitian ini dilatarbelakangi oleh pertumbuhan industri kosmetik di Indonesia yang semakin pesat, khususnya pada segmen perawatan pria, seiring dengan meningkatnya kesadaran masyarakat terhadap pentingnya perawatan diri. Meskipun demikian, masih terdapat berbagai tantangan, seperti perbedaan persepsi konsumen mengenai kualitas produk dan efektivitas iklan dalam memengaruhi keputusan pembelian. Hasil pra-penelitian juga menunjukkan adanya perbedaan tanggapan konsumen terhadap produk Kahf, baik dari aspek kualitas produk maupun penyampaian iklannya, sehingga diperlukan penelitian lebih lanjut untuk mengetahui pengaruh kedua variabel tersebut terhadap niat beli konsumen. Penelitian ini menggunakan pendekatan kuantitatif kausal dengan teknik purposive sampling. Sampel penelitian berjumlah 170 responden yang merupakan konsumen di Kecamatan Buleleng yang mengetahui produk Kahf, memahami manfaatnya, dan berusia minimal 17 tahun. Data dikumpulkan melalui kuesioner menggunakan skala Likert lima poin, kemudian dianalisis menggunakan analisis regresi linier berganda dengan bantuan program Statistical Package for the Social Sciences (SPSS). Sebelum dilakukan pengujian hipotesis, data telah memenuhi uji validitas, reliabilitas, dan asumsi klasik yang meliputi uji normalitas, multikolinearitas, serta heteroskedastisitas. Hasil penelitian menunjukkan bahwa kualitas produk dan iklan secara parsial maupun simultan berpengaruh positif dan signifikan terhadap niat beli konsumen. Kualitas produk berperan dalam meningkatkan kepercayaan konsumen melalui kinerja, daya tahan, dan kesesuaian produk dengan kebutuhan. Sementara itu, iklan yang informatif, menarik, dan kredibel mampu meningkatkan perhatian serta minat konsumen terhadap produk. Secara simultan, kombinasi kualitas produk yang baik dan strategi iklan yang efektif menjadi faktor penting dalam mendorong peningkatan niat beli konsumen terhadap produk Kahf di Kecamatan Buleleng.

Kata Kunci : iklan, kualitas produk, niat beli

The Effect of Product Quality and Advertising on Consumer Purchase Intention of Kahf Products

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ABSTRACT

This study aims to analyze the influence of product quality and advertising on consumers' purchase intention toward Kahf products in Buleleng District. The study is motivated by the rapid growth of the cosmetics industry in Indonesia, particularly in the men's grooming segment, driven by increasing public awareness of the importance of self-care and personal appearance. However, the industry still faces several challenges, including differences in consumer perceptions regarding product quality and the effectiveness of advertising in influencing purchasing decisions. Preliminary observations also revealed varying consumer responses toward Kahf products, both in terms of product quality and advertising messages, indicating the need for further investigation into how these factors affect consumers' purchase intention. This study employed a causal quantitative approach using purposive sampling. The sample consisted of 170 respondents who were residents of Buleleng District, were familiar with Kahf products, understood their benefits, and were at least 17 years old. Data were collected through a questionnaire using a five-point Likert scale and analyzed using multiple linear regression with the assistance of the Statistical Package for the Social Sciences (SPSS). Prior to hypothesis testing, the data met the requirements of validity, reliability, and classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. The results indicate that product quality and advertising have a positive and significant effect on consumers' purchase intention, both partially and simultaneously. Product quality contributes to increasing consumer trust through product performance, durability, and suitability to consumer needs. Meanwhile, informative, attractive, and credible advertising enhances consumer attention and interest in the product. Simultaneously, the combination of high product quality and effective advertising strategies serves as an important factor in increasing consumers' purchase intention toward Kahf products in Buleleng District.

Keywords: advertising, product quality, purchase intention.