

ABSTRACT

BENSTIEWERT

03011200011

THE INFLUENCE OF BRAND IMAGE, PROMOTION, AND PRODUCT QUALITY TOWARDS BUYING INTEREST AT PT INDO GLOBAL SUMATERA

(xv, 86 pages; 10 figures; 33 tables; 4 appendixes)

This research aims to investigate whether brand image, promotion, and product quality have partially and simultaneously influenced buying interest at PT Indo Global Sumatera.

The writer used quantitative research design and SPSS. The sampling technique used was the Convenience sampling technique. The population size was 158 customers (B2B) and the sample size was 113 customers. Data analysis techniques using multiple linear regression analysis.

The hypothesis test results showed that brand image, promotion and product quality partially and simultaneously influence buying interest at PT Indo Global Sumatera. This shows that the presentation of the contribution of the influence of Brand Image, Promotion and Product Quality towards Buying Interest is 46.9%.

. Recommendations in this study that companies can improve brand image, promotion and product quality so as to increase buying interest.

Keywords: Brand Image, Promotion, Product Quality, Buying Interest

References: 26 (2019-2023)

ABSTRAK

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***PENGARUH BRAND IMAGE, PROMOSI, DAN
KUALITAS PRODUK TERHADAP MINAT BELI
DI PT INDO GLOBAL SUMATERA***

(xv, 86 halaman; 10 gambar; 33 tabel; 4 lampiran)

Tujuan dari penelitian ini adalah untuk mengetahui apakah brand image, promosi dan kualitas produk berpengaruh parsial dan simultan terhadap minat beli di PT Indo Global Sumatera.

Peneliti menggunakan quantitative research design dan SPSS. Teknik sampling yang digunakan adalah convenience sampling technique. Ukuran populasi adalah 158 pelanggan (B2B) dan ukuran sampel adalah 113 pelanggan. Teknik analisis data menggunakan analisis regresi linier berganda.

Hasil uji hipotesis menunjukkan bahwa brand image, promosi dan kualitas produk berpengaruh parsial dan simultan terhadap minat beli di PT Indo Global Sumatera. Hal ini menunjukkan bahwa presentasi kontribusi pengaruh Brand Image, Promosi dan Kualitas Produk terhadap Minat Beli sebesar 46,9%.

Rekomendasi dalam penelitian ini bahwa perusahaan dapat meningkatkan brand image, promosi dan kualitas produk sehingga dapat meningkatkan minat beli.

Kata kunci: Citra Merek, Promosi, Kualitas Produk, Minat Beli

Referensi: 26 (2019-2023)