

ABSTRAK

Afrida Laila Sari, NIM : 7183510014. “Pengaruh Kualitas Produk Dan Citra Merek Terhadap Minat Beli iPhone Pada Trans Millennial Store Tahun 2021.”

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Produk dan Citra Merek Terhadap Minat Beli Konsumen pada Trans Millennial Store Medan. Penelitian ini dilakukan di Trans Millennial Store Medan dengan populasi sebanyak 1.956 pelanggan. Teknik penentuan sampel yang digunakan adalah *purposive sampling* dan jumlah sampel dalam penelitian ini ditentukan dengan menggunakan rumus Slovin dengan jumlah 100 orang. Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner (Angket) dan cara pengukurannya dengan skala likert serta di olah secara statistik menggunakan analisis regresi linear berganda dan pengujian hipotesis dengan uji t, uji F dan koefisien determinasi (R^2) yang sebelumnya data telah diuji menggunakan uji validitas, uji reliabilitas dan uji asumsi klasik. Pengolahan data menggunakan program SPSS *for windows* 22.0.

Berdasarkan pengujian hipotesis secara parsial terdapat pengaruh positif dan signifikan kualitas produk dan citra merek terhadap minat beli pada pelanggan Trans Millennial Store Medan. Hasil penelitian juga menunjukkan bahwa kualitas produk dan citra merek secara simultan berpengaruh positif dan signifikan terhadap minat beli. Uji koefisien determinasi (R^2) menunjukkan nilai 0,604 artinya pengaruh kualitas produk dan citra merek terhadap minat beli sebesar 60,4% sedangkan sisanya dipengaruhi oleh variabel lain diluar penelitian ini.

Kata Kunci : Kualitas Produk, Citra Merek, Minat Beli



ABSTRACT

Afrida Laila Sari, NIM : 7183510014. “The Influence of Product Quality and Brand Image on Interest in Buying iPhone at the Trans Millennial Store in 2021.”

This study aims to determine the effect of product quality and brand image on consumer buying interest at the Trans Millennial Store Medan. This research was conducted at Trans Millennial Store Medan with a population of 1,956 people. The sampling technique used was purposive sampling and the number of samples in this study was determined using the Slovin formula with a total of 100 people. The data collection technique in this study was carried out by distributing questionnaires and how to measure them with a Likert scale and processed statistically using multiple linear regression analysis and hypothesis testing with the t test, F test and the coefficient of determination (R^2) where the data had previously been tested using validity test, reliability test and classical assumption test. Data processing uses the SPSS for windows 22.0 program.

Based on the partial hypothesis testing, there is a positive and significant influence between product quality and purchase intention with a t_count value of $4.266 > 1.985$ t_table and a significance value of $0.000 < 0.05$. Brand image also has a positive and significant effect on purchase intention with a t_count value of $6.904 > 1.985$ t_table and a significance value of $0.000 < 0.05$. Furthermore, based on the results of the research, it shows that the variables of product quality and brand image simultaneously have a positive and significant effect on consumer buying interest. This can be seen from the value of $F_{count} > F_{table}$ shows a value of $74.108 > 3.090$ with a significance level of $0.000 < 0.05$. The coefficient of determination test shows a value of 0.604, which means that the effect of product quality and brand image on purchase intention is 60.4%, while the rest is influenced by other variables outside this study.

Keywords: Product Quality, Brand Image, Purchase Intention

