

INTEREST IN BUYING ASUS LAPTOP (STUDY ON BHINNEKA POINTS SQUARE SHOP LEBAK BULUS)

By Firman Alvindiarto

Abstract

This research is a quantitative research that aims to determine the effect of price and product quality on buying interest through brand image as an intervening variable. The population in this study were visitors to the shop of Bhinneka Points Square in Lebak Bulus. The sample size was taken as many as 100 respondents, with probability sampling methods, especially random sampling. Data collection is done through questionnaires. The analysis technique used is descriptive analysis techniques and inferential analysis using PLS (Partial Least Square). The results of this study indicate that (1) the price has a significant effect on buying interest with a path coefficient of 0.180. (2) product quality has no significant effect on buying interest with the path coefficient value of 0.143. (3) brand image does not have a significant effect on buying interest with a path coefficient of 0.497. (4) the price does not have a significant effect on buying interest through a brand image with a path coefficient of 0.810. (5) product quality has a significant effect on buying interest through a brand image with a path value coefficient of 0.314.

Keywords: *Price, Product Quality, Brand Image, Buying Interest, and Asus Laptop.*

MINAT BELI LAPTOP ASUS (STUDI PADA TOKO BHINNEKA POINTS SQUARE LEBAK BULUS)

Oleh Firman Alvindiarto

ABSTRAK

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh harga dan kualitas produk terhadap minat beli melalui citra merek sebagai variabel penghubung. Populasi dalam penelitian ini adalah pengunjung toko Bhinneka *Points Square* Lebak Bulus. Ukuran sampel diambil sebanyak 100 responden, dengan metode *probability sampling* khususnya *random sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner. Teknik analisis yang digunakan adalah Teknik analisis deskriptif dan analisis inferensial menggunakan PLS (*Partial Least Square*). Hasil penelitian ini menunjukkan bahwa (1) harga berpengaruh signifikan terhadap minat beli dengan nilai koefisien jalur sebesar 0,180. (2) kualitas produk tidak berpengaruh signifikan terhadap minat beli dengan nilai koefisien jalur sebesar 0,143. (3) citra merek tidak berpengaruh signifikan terhadap minat beli dengan nilai koefisien jalur sebesar 0,497. (4) harga tidak berpengaruh signifikan terhadap minat beli melalui citra merek dengan nilai koefisien jalur sebesar 0,810. (5) kualitas produk berpengaruh signifikan terhadap minat beli melalui citra merek dengan koefisien nilai jalur sebesar 0,314.

Kata Kunci : Harga, Kualitas Produk, Citra Merek dan Minat Beli, Laptop Asus.