

***Interest in Buying a Motorcycle Honda Beat
(Case Study: Pamulang)***

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Abstract

This research proposed by Ivani Aprilia NPM 1310111019 with the title interest in buying Motorcyle Honda Beat (Case Study: Pamulang). Department of Management SI Faculty of Economics and Business National Development University 'Veteran' Jakarta. Under the guidance of Mrs. Diana Triwardhani, S.E., M.M. This research is intended to find out how promotion, product quality, and price affect the interest to buying motorcyle honda beat. the corresponding price causes the consumer to engage in buying interest. Analysis technique used in this research is Partial Least Square. Population used is environmental society RW 010 East Pamulang who ever bought honda beat motorcycle. sample size taken as many as 60 respondents by using sample determination technique using purposive sampling. The results of this study show that (1) promotion has no significant effect on buying interest of honda beat motorcycle. (2) product quality has no significant effect on buying interest of honda beat motorcycle. (3) the price has a significant effect on buying interest of honda beat motorcycle. So that promotion and product quality variables can be ignored.

Keywords: Promotion, Product Quality, and Price

Minat Beli Motor Honda Beat

(Studi Kasus: Pamulang)

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Abstrak

Skripsi ini disusun oleh Ivani Aprilia NPM 1310111019 dengan judul Minat Beli Motor Honda Beat (Studi Kasus: Pamulang). Jurusan Manajemen S1 Fakultas Ekonomi dan Bisnis Universitas Pembangunan Nasional ‘Veteran’ Jakarta. Dibawah bimbingan Ibu Diana Triwardhani, S.E., M.M. Penelitian ini dimaksudkan untuk mengetahui bagaimana promosi, kualitas produk, dan harga mempengaruhi minat beli motor honda beat. harga yang sesuai menyebabkan konsumen melakukan minat beli. Teknik Analisa yang digunakan pada penelitian ini adalah *Partial Least Square*. Populasi yang digunakan adalah masyarakat lingkungan RW 010 Pamulang Timur yang pernah membeli motor honda beat. ukuran sampel yang diambil sebanyak 60 responden dengan menggunakan teknik penentuan sampel menggunakan *purposive sampling*. Hasil dari penelitian ini menunjukkan bahwa (1) promosi tidak berpengaruh signifikan terhadap minat beli motor honda beat. (2) kualitas produk tidak berpengaruh signifikan terhadap minat beli motor honda beat. (3) harga berpengaruh signifikan terhadap minat beli motor honda beat. Sehingga variabel promosi dan kualitas produk dapat diabaikan.

Kata Kunci: Promosi, Kualitas Produk, dan Harga