

# **PURCHASE INTENTION OF CAR DAIHATSU AYL A (STUDY IN RANGKAPAN JAYA BARU DEPOK)**

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## ***Abstract***

*This research was conducted to test how much The Purchase Intention To The Car Daihatsu Ayla (Study in Rangkapan Jaya Baru Depok), such as the influence of Product Quality, Promotion, Price and Brand Image. The population in this study is the community of Kelurahan Rangkapan Jaya Baru Depok. Sampling technique using purposive sampling by taking sample as many as 60 people. Data collection using questionnaires with Likert scale and analyzed by PLS (Partial Least Square) method with SmartPLS3.0 software. The results of this study indicate that (1) product quality has no significant on Purchase Intention. (2) promotion has a significant on Purchase Intention. (3) the price has a significant on Purchase Intention. (4) Brand image has a significant on Purchase Intention.*

*Keywords: Product Quality, Promotion, Price, Brand Image, and Purchase Intention.*

# **MINAT BELI TERHADAP MOBIL DAIHATSU AYLA (STUDI DI RANKAPAN JAYA BARU DEPOK)**

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**Abstrak**

Penelitian ini dilakukan untuk menguji seberapa besar Minat Beli Terhadap Mobil Daihatsu Ayla (Studi di Rangkapan Jaya Baru Depok), seperti pengaruh Kualitas Produk, Promosi, Harga dan Citra Merek. Populasi dalam penelitian ini adalah masyarakat Kelurahan Rangkapan Jaya Baru Depok. Teknik pengambilan sampel menggunakan *purposive sampling* dengan mengambil sampel sebanyak 60 orang. Pengumpulan data menggunakan kuesioner dengan skala likert dengan metode PLS (*Partial Least Square*) dengan *software SmartPLS3.0*. Hasil penelitian ini menunjukkan bahwa (1) kualitas produk tidak berpengaruh signifikan terhadap minat beli. (2) promosi berpengaruh signifikan terhadap minat beli. (3) harga berpengaruh signifikan terhadap minat beli. (4) Citra merek berpengaruh signifikan terhadap minat beli.

**Kata Kunci:** Kualitas Produk, Promosi, Harga, Citra Merek, dan Minat Beli.