

ANALYSIS OF CONSUMER'S PURCHASE INTENTION ON POINT COFFEE INDOMARET

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Abstract

This research is a quantitative research that aims to determine the promotion, price and quality of product on purchase intention. The population in this study is a consumers who have experienced and purchased Indomaret Point Coffee product. The samples size was taken as many as 100 respondents, with a probability sampling method, simple random sampling. Data collection was carried out through the collection of google form questionnaires. The analysis technique used is the method PLS (Partial Least Square) analysis method with SmartPLS 3.0 software. The results of this study indicate. (1) Promotion variable has a significant effect on purchase intention. (2) Price of importance is significant on purchase intention. (3) Product quality variable is of significant importance on purchase intention.

Keywords: Promotion, Price, Product Quality, Purchase Intention

ANALISIS MINAT BELI KONSUMEN PADA PRODUK POINT COFFEE INDOMARET

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh promosi, harga dan kualitas produk terhadap minat beli. Populasi dalam penelitian ini adalah konsumen yang pernah merasakan dan membeli produk *Point Coffee Indomaret*. Jumlah sampel yang diambil sebanyak 100 responden, dengan metode *probability sampling, simple random sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner google form. Teknik analisis yang digunakan adalah metode analisis PLS (*Partial Least Square*) dengan software *SmartPLS 3.0*. Hasil penelitian ini menunjukkan bahwa (1) variabel promosi berpengaruh signifikan terhadap minat beli. (2) variabel harga berpengaruh signifikan terhadap minat beli. (3) variabel kualitas produk berpengaruh signifikan terhadap minat beli.

Kata kunci: Promosi, Harga, Kualitas Produk, Minat Beli