

ABSTRAK

PENGARUH ATRIBUT PRODUK, CITRA MEREK, DAN PERSEPSI HARGA TERHADAP MINAT BELI CELANA JEANS (STUDI PADA KONSUMEN CLASSYLAND.CO DI BANDAR LAMPUNG)

Tujuan penelitian ini untuk mengetahui pengaruh Atribut Produk, Citra Merek, Persepsi Harga, secara simultan terhadap minat beli konsumen celana jeans Classyland.co di Kota Bandar Lampung. Minat beli (*intention to buy*) merupakan perilaku yang muncul sebagai respon terhadap obyek, atau juga merupakan minat pembelian yang menunjukkan keinginan pelanggan untuk melakukan pembelian. Teknik analisis penelitian ini menggunakan metode regresi linear berganda dengan bantuan program SPSS 21. Jumlah responden penelitian ini sebanyak 96 responden yang mengunjungi store Classyland.co Bandar Lampung. Hasil penelitian secara parsial terdapat pengaruh yang positif dan signifikan antara Atribut Produk terhadap Minat Beli. Secara parsial terdapat pengaruh yang positif dan tidak signifikan antara Citra Merek dan Persepsi Harga terhadap Minat Beli. Hasil penelitian secara simultan menunjukkan bahwa terdapat pengaruh yang positif dan signifikan antara Atribut Produk, Citra Merek dan Persepsi Harga terhadap Minat Beli pada produk Jeans Classyland.co di Bandar Lampung.

Kata Kunci : Atribut Produk, Citra Merek, Persepsi Harga dan Minat Beli

ABSTRACT

INFLUENCE OF ATTRIBUTES PRODUCTS , BRAND IMAGE , AND PERCEPTION PRICE OF INTENTION TO BUY (JEANS A STUDY OF CONSUMERS CLASSYLAND.CO IN BANDAR LAMPUNG)

The purpose of this study to determine the effect of Product Attributes, Brand Image, Price Perception, simultaneously on consumer buying interest in Classyland.co jeans in Bandar Lampung City. Intention to buy is a behavior that appears as a response to the object, or also an interest in purchasing that indicates the customer's desire to make a purchase. This technique of analysis of research using multiple linear regression method with the help of SPSS 21 program. The number of respondents of this study were 96 respondents who visited Classyland.co store Bandar Lampung. Partial research results there is a positive and significant influence between Product Attributes to Buy Interest. Partially there is a positive and insignificant influence between Brand Image and Price Perception to Buy Interest. The result of simultaneous research shows that there is a positive and significant influence between Product Attribute, Brand Image and Price Perception on Buy Interest on Classyland.co Jeans product in Bandar Lampung.

Keywords: Product Attributes, Brand Image, Price Perception and intention to buy