

ABSTRAK

Penelitian Ini Bertujuan Untuk Menganalisis Dan Mendeskripsikan Pengaruh Citra Merk (X1), Kualitas Produk (X2), Dan Persepsi Harga (X3) Terhadap Minat Beli (Y) Pada Pengguna Produk ORIFLAME di Kecamatan Sayung Demak.

Metode penelitian ini menggunakan metode kuantitatif. Pengambilan sampel dengan cara *Non Probabilistic yaitu Convenience Sampling* sebanyak 100 responden yang dihitung berdasarkan Rumus *Lemeshow*. Kuesioner dibagikan kepada konsumen melalui google form. Teknik analisis data menggunakan analisis regresi linear berganda dengan bantuan alat uji SPSS 21.

Hasil penelitian menunjukkan Citra Merk berpengaruh positif terhadap Minat beli produk oriflame, kualitas produk dengan nilai t_{hitung} sebesar $7,432 > t_{tabel}$ sebesar 1,66 dengan nilai probabilitas signfikansi sebesar $0,000 < 0,05$ (*alpha*) menunjukkan hasil nilai penelitaian statistik bahwa hipotesis (H₂) yang menyatakan kualitas produk berpengaruh positif terhadap minat beli produk oriflame. Variabel persepsi harga terhadap minat beli dengan nilai t_{hitung} sebesar $4,290 > t_{tabel}$ sebesar 1,66 dengan nilai probabilitas signfikansi sebesar $0,000 < 0,05$ (*alpha*) menunjukkan hasil nilai penelitaian statistik bahwa hipotesis (H₃) yang menyatakan persepsi harga berpengaruh positif terhadap minat beli. Hasil uji F diperoleh nilai hitung sebesar $52,573 >$ dari F_{tabel} sebesar 2,70 dengan nilai probabilitas sebesar $0,000 <$ dibandingkan tingkat *alpha* 5% atau 0,05 menunjukkan hasil nilai penelitaian statistik bahwa hipotesis (H₄) yang menyatakan variabel citra merk, mempunyai pengaruh positif signifikan kualitas produk, dan persepsi harga secara simultan terhadap minat beli. Nilai *R square* sebesar 0,622 (62,2%). Artinya bahwa variabel citra merk, kualitas produk, dan persepsi harga mampu menjelaskan minat beli sebesar 62,2% sedangkan sisanya (100% - 62,2%) 37,8% dipengaruhi oleh faktor lain atau variabel lain yang tidak dimasukkan dalam penelitian ini

Kata kunci : *Citra Merk, Kualitas Produk, Persepsi Harga, Minat Beli*

ABSTRACT

This study aims to analyze and describe the effect of brand image (X1), Product quality (X2), and Price perception (X3) on purchase intention (Y) on ORIFLAME product users in Sayung Demak sub district.

This research method uses quantitative methods. Sampling by non-probabilistic method, namely Convenience Sampling as many as 100 respondents calculated based on the Lemeshow formula. Questionnaires were distributed to consumers via google forms. The data analysis technique used multiple linear regression analysis with the help of the SPSS 21 test tool.

The results showed that brand image had a positive effect on buying interest in oriflame products, product quality with a tcount value of 7.432 > ttable of 1.66 with a significance probability value of 0.000 < 0.05 (alpha) indicating the results of statistical research values that the hypothesis (H2) that stated that product quality has a positive effect on buying interest in oriflame products. The variable price perception on buying interest with a tcount of 4.290 > ttable of 1.66 with a significance probability value of 0.000 < 0.05 (alpha) shows the results of statistical research that the hypothesis (H3) which states that price perception has a positive effect on buying interest. The results of the F test obtained a calculated value of 52.573 > from Ftable of 2.70 with a probability value of 0.000 < compared to an alpha level of 5% or 0.05 showing the results of statistical research values that the hypothesis (H4) which states the brand image variable, has a significant positive effect product quality, and price perception simultaneously on buying interest. The value of R square is 0.622 (62.2%). This means that the variable brand image, product quality, and price perception can explain buying interest by 62.2% while the remaining (100% - 62.2%) 37.8% is influenced by other factors or other variables not included in this study.

Keywords: *Brand Image, Product Quality, Price Perception, Buying Interest*