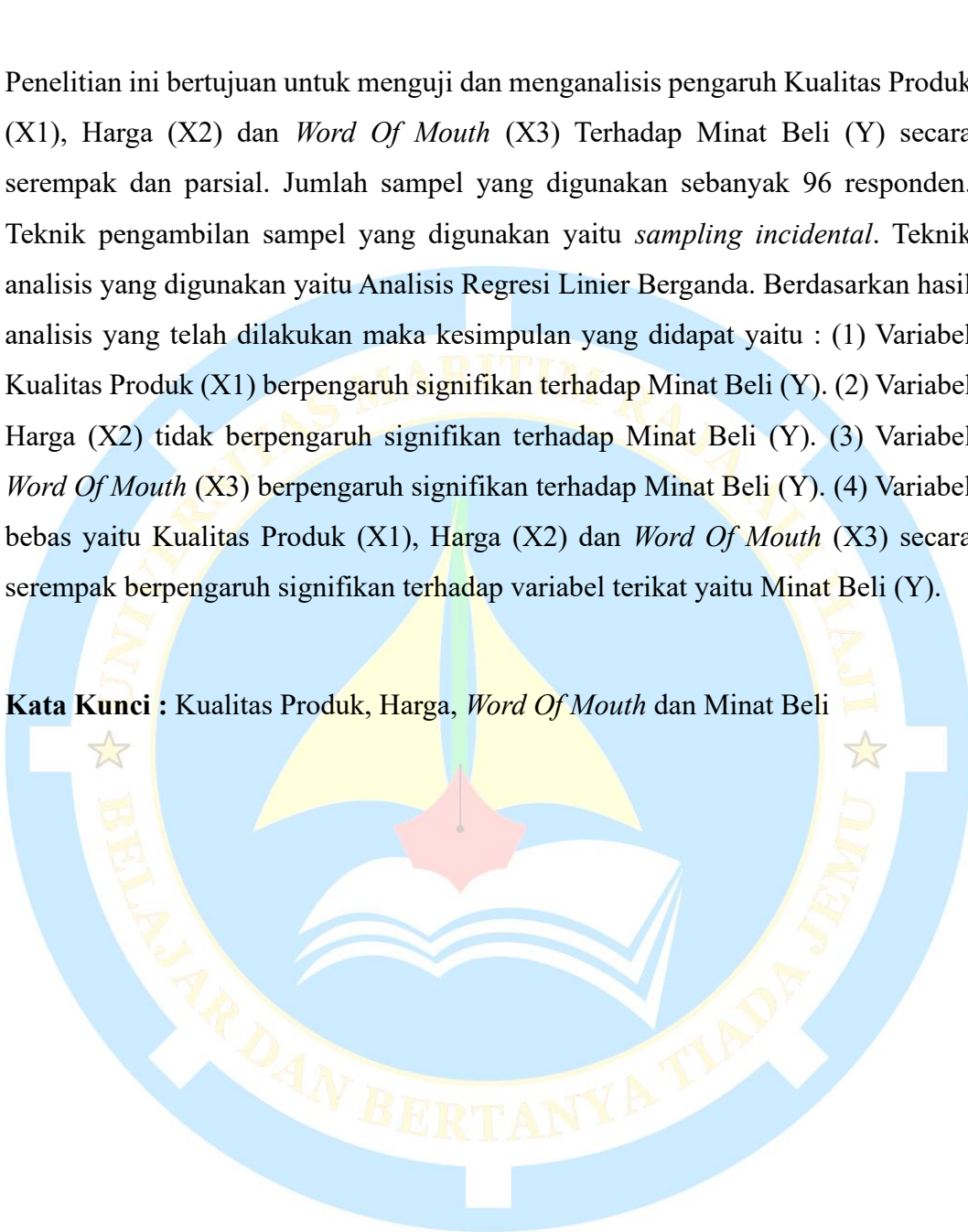


ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh Kualitas Produk (X1), Harga (X2) dan *Word Of Mouth* (X3) Terhadap Minat Beli (Y) secara serempak dan parsial. Jumlah sampel yang digunakan sebanyak 96 responden. Teknik pengambilan sampel yang digunakan yaitu *sampling incidental*. Teknik analisis yang digunakan yaitu Analisis Regresi Linier Berganda. Berdasarkan hasil analisis yang telah dilakukan maka kesimpulan yang didapat yaitu : (1) Variabel Kualitas Produk (X1) berpengaruh signifikan terhadap Minat Beli (Y). (2) Variabel Harga (X2) tidak berpengaruh signifikan terhadap Minat Beli (Y). (3) Variabel *Word Of Mouth* (X3) berpengaruh signifikan terhadap Minat Beli (Y). (4) Variabel bebas yaitu Kualitas Produk (X1), Harga (X2) dan *Word Of Mouth* (X3) secara serempak berpengaruh signifikan terhadap variabel terikat yaitu Minat Beli (Y).

Kata Kunci : Kualitas Produk, Harga, *Word Of Mouth* dan Minat Beli



ABSTRACT

This research aims to examine and analyze the influence of Product Quality (X1), Price (X2), and Word Of Mouth (X3) on Purchase Intention (Y) both simultaneously and partially. The total sample used was 96 respondents. The sampling technique used was incidental sampling. The analysis technique used was Multiple Linear Regression Analysis. Based on the analysis conducted, the conclusions obtained are: (1) The Product Quality variable (X1) has a significant effect on Purchase Intention (Y). (2) The Price variable (X2) does not have a significant effect on Purchase Intention (Y). (3) The Word Of Mouth variable (X3) has a significant effect on Purchase Intention (Y). (4) The independent variables, namely Product Quality (X1), Price (X2), and Word Of Mouth (X3), have a significant effect on the dependent variable, which is Purchase Intention (Y).

Keywords : *Product Quality, Price, Word Of Mouth, and Purchase Intention.*

