

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek dan harga terhadap minat beli pada Apartemen Metro Penthouse Bandung. Metode penelitian yang digunakan dalam penelitian ini yaitu metode deskriptif dan metode verifikatif. Populasi dalam penelitian ini adalah calon konsumen Apartemen Metro Penthouse Bandung dengan menggunakan metode penentuan sampel oleh Rao Purba dan sampel yang digunakan pada penelitian ini 100 sampel. Teknik yang digunakan dalam pengambilan sampel adalah non probability sampling. Pengolahan data dilakukan dengan uji asumsi klasik, analisis koefisien korelasi, analisis koefisien determinasi, uji regresi berganda dan pengujian hipotesis (Uji t dan Uji f). Berdasarkan hasil penelitian yang telah dilakukan sebelumnya dapat disimpulkan bahwa terdapat hubungan antar citra merek terhadap minat beli sebesar 0,639 yang bersifat cukup kuat, juga terdapat hubungan antara harga terhadap minat beli sebesar 0.551 yang bersifat cukup kuat. Hasil penelitian juga menunjukkan bahwa terdapat pengaruh yang signifikan antara citra merek dan harga terhadap minat beli pada Apartemen Metro Penthouse Bandung sebesar 55,70%, sedangkan sisanya sebesar 45,30% yang merupakan kontribusi pengaruh variable lainnya dipengaruhi faktor-faktor yang tidak termasuk dalam variable yang tidak diteliti dalam penelitian ini.

Kata Kunci : Citra Merek, Harga, Minat Beli.

ABSTRACT

The study is aimed to determine the effect of the image of the brand and the price of the interest purchased in Apartment Metro Penthouse Bandung. The method of research that is used in the research is that the methods of descriptive and methods of verification . The population in the study of this is prospective consumers Apartment Metro Penthouse Bandung with using the method of determining the sample by Rao Purba and the samples were used in the study 's first 00 samples . The technique used in taking the sample is non-probability sampling. Processing of the data is done by testing the assumptions of classical , analysis coefficient of correlation , analysis coefficient of determination , test regression multiple and hypothesis testing (t test and f test). Based on the results of the research that has been done before can be concluded that there is a relationship between the image of the brand of the interest purchased by 0.659 which is quite strong , also there is a relationship between prices on the decision of purchase of 0.551 which is quite strong . Results of the study also showed that there is influence that significantly between the image of the brand and the price of the interest purchased in Apartment Metro Penthouse Bandung amounted to 55,70 % , while the rest of 45,30% which is the contribution of the influence of variable more influenced by factors that are not included in the variable which were not examined in this study .

Said Key : Image Brand , Price, Interests Buy .