

ABSTRAK

TETY NOVITA SARI HASIBUAN, NPM : 71170312117 / Pengaruh Harga dan Kualitas Produk Terhadap Minat Beli Kosmetik Lipstik Emina (Study Kasus Mahasiswi Fakultas Ekonomi Universitas Islam Sumatera Utara Jurusan Manajemen Stambuk 2017-2019), Dibimbing Oleh : Dr. Hj. Nilawai Nasti,Se.,Msi Sebagai Pembimbing I, Dan Ilham Sonata,Se.,M.M Sebagai Pembimbing II, Skripsi : 2021.

Pelitan ini bertujuan untuk mengetahui seberapa besar pengaruh Harga dan Kualitas Produk Terhadap Minat Beli Kosmetik Lipstik Emina pada Mahasiswi di Universitas Islam Sumatera Utara. Populasi penelitian ini sebanyak 378 mahasiswi Fakultas Ekonomi Jurusan Manajemen di Universitas Islam Sumatera Utara. Sampel dalam penelitian ini adalah 79 responden. Teknik pengambilan sampel yang digunakan adalah Propotional Random Sampling. Teknik analisis data menggunakan analisis Regresi Linear Berganda, karena variabel yang digunakan lebih dari dua variabel. Pengujian statistik dilakukan dengan Uji-F(simultan) dan Uji-t (parsial). Hasil penelitian data menunjukkan bahwa Harga dan Kualitas Produk secara bersama-sama berpengaruh positif dan signifikan terhadap Minat beli kosmetik lipstik Emina dibuktikan melalui pengujian signifikan simultan yang diperoleh $F_{hitung} \geq F_{tabel}$ ($75,736 \geq 3,13$) dengan tingkat signifikansi sebesar $0,000 < 0,05$. Melalui uji signifikansi parsial dinyatakan bahwa variabel Harga tidak berpengaruh secara positif dan signifikan terhadap Minat Beli, hal ini terlihat dari $t_{hitung} \geq t_{tabel}$ ($1,523 \geq 1,995$) dengan tingkat signifikansi ($0,132 \leq 0,05$) dan variabel Kualitas Produk berpengaruh secara positif dan signifikan terhadap Minat Beli, hal ini terlihat dari $t_{hitung} \geq t_{tabel}$ ($11,918 \geq 1,995$) dengan tingkat signifikansi ($0,000 \leq 0,05$). Melalui pengujian koefisien determinasi (R^2) diperoleh nilai R sebesar 0,666 yang artinya adanya hubungan yang cukup erat antara variabel Harga dan Kualitas Produk terhadap Minat Beli kosmetik lipstik Emina pada Mahasiswi Fakultas Ekonomi Jurusan Manajemen di Universitas Islam Sumatera Utara yaitu sebesar 66,6%.

Kata Kunci : Harga, Kualitas Produk dan Minat Beli

ABSTRACT

TETY NOVITA SARI HASIBUAN, NPM: 71170312117 / The Influence of Product Price and Quality on Purchase Intention for Emina Lipstick Cosmetics (Case Study of a Student at the Faculty of Economics, Islamic University of North Sumatra, Department of Stroke Management 2017-2019), Guided by: Dr. Hj. Nilawai Nasti, Se., Msi as Advisor I, and Ilham Sonata, Se., M.M As Advisor II, Thesis: 2021.

This research aims to determine how much influence the price and product quality have on the buying interest of Emina's lipstick cosmetics among female students at the Islamic University of North Sumatra. The population of this study was 378 students of the Faculty of Economics, Department of Management at the Islamic University of North Sumatra. The sample in this study were 79 respondents. The sampling technique used was proportional random sampling. The data analysis technique used Multiple Linear Regression analysis, because the variables used were more than two variables. Statistical testing is done by using F-test (simultaneous) and t-test (partial). The results of the data research show that the price and product quality together have a positive and significant effect on buying interest for Emina lipstick cosmetics as evidenced by simultaneous significant testing obtained by $F_{count} \geq F_{table}$ ($75.736 \geq 3.13$) with a significance level of $0.000 < 0.05$. Through the partial significance test it is stated that the price variable does not have a positive and significant effect on Purchase Interest, this can be seen from the $t_{count} \geq t_{table}$ ($1.523 \geq 1.995$) with a significance level ($0.132 \leq 0.05$) and the Product Quality variable has a positive and significant effect on Purchase interest, this can be seen from $t_{count} \geq t_{table}$ ($11.918 \geq 1.995$) with a significance level ($0.000 \leq 0.05$). Through testing the coefficient of determination (R^2), an R value of 0.666 was obtained, which means that there is a fairly close relationship between the price and product quality variables on Emina's lipstick cosmetics buying interest in students of the Faculty of Economics, Department of Management at the Islamic University of North Sumatra, which is 66.6%.

Keywords: Price, Product Quality and Purchase Interest