

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh secara langsung dan tidak langsung variabel harga, promosi, terhadap keputusan pembelian dan minat beli di PT. Panca Patriot Prima Sidoarjo. 136 orang responden yang diambil menggunakan teknik sampel dengan rumus *slovin* jumlah Sampel dalam penelitian ini adalah konsumen bagian Produksi Di PT Panca Patriot Prima. Kemudian dilakukan analisis terhadap data-data yang diperoleh berupa data kuantitatif. Alat uji yang digunakan adalah uji t dan teknik analisis koefisien jalur (*path analysis*) Sehingga Hasil analisis menyimpulkan bahwa, Hipotesis 1 diterima, harga berpengaruh terhadap minat beli PT.Panca Patriot Prima Sidoarjo, hipotesis 2 diterima, promosi berpengaruh terhadap minat beli PT.Panca Patriot Prima Sidoarjo, hipotesis 3 diterima, harga berpengaruh terhadap keputusan pembelian PT.Panca Patriot Prima Sidoarjo hipotesis 4 diterima, promosi berpengaruh terhadap keputusan pembelian PT.Panca Patriot Prima Sidoarjo hipotesis 5 diterima, keputusan pembelian berpengaruh terhadap keputusan pembelian PT. Panca Patriot Prima Sidoarjo, nilai koefisien pengaruh tidak langsung lebih besar daripada koefisien pengaruh langsung, sehingga dapat disimpulkan bahwa variabel minat beli adalah variabel *intervening*.

Kata Kunci : harga,promosi,keputusan pembelian,minat beli

ABSTRACT

The purpose of this research is to know and analyze the influence of direct and indirect variable price, promotion, to buying decision and buying interest in PT. Panca Patriot Prima Sidoarjo. 136 respondents taken using sample technique with slovin formula Sample amount in this research is consumer part Production At PT Panca Patriot Prima. Then the analysis of data obtained in the form of quantitative data. The test instrument used is the t test and the path analysis coefficient technique (path analysis) So the results of the analysis concluded that, Hypothesis 1 accepted, the price effect on buying interest PT.Panca Patriot Prima Sidoarjo, hypothesis 2 accepted, the promotion effect on buying interest PT.Panca Patriot Prima Sidoarjo, hypothesis 3 accepted, price influence to purchasing decision of PT.Panca Patriot Prima Sidoarjo hypothesis 4 accepted, promotion influence to purchase decision PT.Panca Patriot Prima Sidoarjo hypothesis 5 accepted, purchasing decision influence to purchasing decision of PT. Panca Patriot Prima Sidoarjo, indirect coefficient of influence is greater than direct effect coefficient, so it can be concluded that the variable of buying interest is intervening variable.

Keywords: price, promotion, purchase decision, buying interest