

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis faktor-faktor yang mempengaruhi Minat Beli Konsumen Sepeda Motor Honda di Surabaya. Faktor-faktor tersebut Produk, Harga, Lokasi, Promosi, Distribusi, Kebudayaan, Sosial, Pribadi, dan Psikologis. Pelaksanaan Produk yang tepat akan menimbulkan Minat Beli. Dan jika Minat Beli Konsumen timbul dipengaruhi oleh Produk, Harga, Lokasi, Promosi, Distribusi, Kebudayaan, Sosial, Pribadi, dan Psikologis terhadap Minat Beli Konsumen, menunjukkan hubungan positif dan signifikan. Dalam penelitian ini data dikumpulkan melalui kuesioner terhadap 50 orang responden yang diambil menggunakan teknik Slovinci dealer sepeda motor Honda 99 di Surabaya, dengan cara Insidental Sampling selama satu bulan. Kemudian dilakukan analisis terhadap data-data yang diperoleh berupa data kualitatif dan data kuantitatif. Alat uji yang digunakan adalah teknik analisis regresi linier berganda yang diolah dengan program SPSS V.16.0 for windows. Hasil analisis menyimpulkan bahwa nilai koefisien regresi variabel Produk sebesar 0.478, Harga sebesar 0.063, Lokasi sebesar (-0.131), Promosi sebesar (-0.049), Distribusi sebesar 0.447, Kebudayaan sebesar (-0.065), Sosial sebesar 0.071, Pribadi sebesar 0.069, dan Psikologis sebesar 0.054. Hasil uji T variabel Produk sebesar $5.363 \geq 2,014$ (t hitung \geq t tabel), Harga sebesar $1.410 \leq 2,021$ (t hitung \leq t tabel), Lokasi sebesar $-2.244 \leq 2,021$ (t hitung \leq t tabel), Promosi sebesar $-0.765 \leq 2,021$ (t hitung \leq t tabel), Distribusi sebesar $4.120 \geq 2,014$ (t hitung \geq t tabel), Kebudayaan sebesar $-1.255 \leq 2,021$ (t hitung \leq t tabel), Sosial sebesar $1.213 \leq 2,021$ (t hitung \leq t tabel), Pribadi sebesar $0.730 \leq 2,021$ (t hitung \leq t tabel), dan Psikologis sebesar $0.961 \leq 2,021$ (t hitung \leq t tabel). Artinya bahwa kesembilan variabel independen yang diteliti, secara parsial tidak berpengaruh signifikan terhadap Minat Beli Konsumen. Kemudian melalui uji F diketahui bahwa variabel Produk, Harga, Lokasi, Promosi, Distribusi, Kebudayaan, Sosial, Pribadi, dan Psikologis secara bersama-sama berpengaruh signifikan terhadap Minat Beli Konsumen dengan nilai F hitung sebesar $19.352 \geq 2,12$ (F hitung \geq F tabel). Pada penelitian ini variabel yang berpengaruh dominan terhadap Minat Beli Konsumen adalah variabel Produk. Dan Nilai R^2 sebesar 0,813 menunjukkan bahwa besarnya kontribusi variabel Produk, Harga, Lokasi, Promosi, Distribusi, Kebudayaan, Sosial, Pribadi, dan Psikologis dalam mempengaruhi Minat Beli Konsumen sebesar 81,3%. sedangkan sisanya 18,7% dipengaruhi oleh variabel lain diluar model.

Kata kunci : Produk, Harga, Lokasi, Promosi, Distribusi, Kebudayaan, Sosial, Pribadi, Psikologis, dan Minat Beli Konsumen.

ABSTRACT

The purpose of this study was to determine and analyze the factors that affect interest Buy Consumer Motorcycles Honda in Surabaya. These factors Product, Price, Location, Promotion, Distribution, Cultural, Social, Personal and Psychological. Implementation of the right products will cause Interests Buy. And if interest arising Consumers Buy influenced by Product, Price, Location, Promotion, Distribution, Cultural, Social, Personal and Psychological to Buy Consumer Interests, showed positive and significant correlation. In this study, data were collected through questionnaires to 50 respondents drawn using the technique Slovin at Honda motorcycle dealers 99 in Surabaya, by way of incidental Sampling for a month. Then analysis of the data obtained in the form of quantitative and qualitative data. Test equipment used is the technique of multiple linear regression analysis were processed with SPSS V.16.0 for windows. The results of the analysis concluded that the regression coefficient Product of 0.478, prices for 0.063, amounting Location (-0.131), Promotion of (-0.049), Distribution of 0.447, amounting Culture (-0.065), Social for 0.071, amounting to 0.069 Personal, and psychological by 0.054. The test results of 5.363 T Product variables ≥ 2.014 ($t \geq t$ table), A price of $1.410 \leq 2.021$ ($t \leq t$ table), location at $(-2.244 \leq 2.021)$ ($t \leq t$ table), Promotion of $(-0.765 \leq 2.021)$ ($t \leq t$ table), Distribution of $4.120 \geq 2.014$ ($t \geq t$ table), Culture of $(-1.255 \leq 2.021)$ ($t \leq t$ table), Social amounting to $1.213 \leq 2.021$ ($t \leq t$ table) , Personal amounted to $0.730 \leq 2.021$ ($t \leq t$ table), and Psychological at $0.961 \leq 2.021$ ($t \leq t$ table). This means that all nine independent variables studied, partially no significant effect on interest Buy Consumer. Then through the F test note that the variable Product, Price, Location, Promotion, Distribution, Cultural, Social, Personal and Psychological jointly significant effect on Consumer Interests Buy calculated F value of $19.352 \geq 2.12$ (F count $\geq F$ tables). in this research variables are the dominant influence on Interest Buy Consumer Products is variable. And R² value of 0.813 indicates that the magnitude of the contribution of Product, Price, Location, Promotion, Distribution, Cultural, Social, Personal and Psychological influencing Buy Consumer Interests amounted to 81.3%. while the remaining 18.7% is influenced by other variables outside the model.

Keywords: Product, Price, Location, Promotion, Distribution, Cultural, Social, Personal, Psychological, and Buy Consumer Interests.