

ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) Pengaruh kualitas produk, harga jual, strategi promosi dan lokasi secara parsial terhadap minat beli konsumen PT. Trans Properti Indonesia Kantor Marketing Gallery The Trans Icon Surabaya. (2) Pengaruh kualitas produk, harga jual, strategi promosi dan lokasi secara simultan terhadap minat beli konsumen PT. Trans Properti Indonesia Kantor Marketing Gallery The Trans Icon Surabaya. Penelitian ini dikategorikan dalam penelitian studi kasus, dengan populasi pelanggan PT. Trans Properti Indonesia Kantor Marketing Gallery The Trans Icon Surabaya dengan sampel sebanyak 35 konsumen. Teknik analisis yang digunakan adalah uji regresi linier berganda Uji T dan Uji F. Hasil penelitian menunjukkan bahwa (1) Strategi Promosi berpengaruh positif terhadap minat beli konsumen (2) Kualitas produk, harga jual dan lokasi tidak berpengaruh terhadap minat beli konsumen (3) Kualitas produk, harga jual, strategi promosi secara simultan berpengaruh terhadap minat beli konsumen.

Kata kunci: kualitas produk, harga jual, strategi promosi, lokasi, minat beli.

ABSTRACT

This study aims to determine (1) the effect of product quality, selling price, promotion strategy and location on consumer buying interest partially at PT. Trans Properti Indonesia, Marketing Gallery The Trans Icon Surabaya Office. (2) The effect of product quality, selling price, promotion strategy and location on consumer buying interest simultaneously at PT. Trans Properti Indonesia, Marketing Gallery The Trans Icon Surabaya Office. This research is categorized as a case study research, with a population of PT. Trans Properti Indonesia, Marketing Gallery The Trans Icon Surabaya Office Customers, by taking 35 customers as sample of population. The analysis technique used is multiple linier regression test, T test and F test. The results showed that (1) promotion strategy have an effect on consumer buying interest partially. (2) Product quality, selling price and location have no effect on consumer buying interest partially. (3) product quality, selling price, promotion strategy and location have an effect on consumer buying simultaneously.

Keywords: product quality, selling price, promotion strategy, location, buying interest.