

ABSTRACT

Nadhiya Aufa Fa'iqoh, The Influence of Price, Promotion, and Brand Image on Consumer Purchase Interests for Ms Glow's Skincare Products (studies at student of the University of Trunojoyo Madura). Under the guidance of Dr. H. Pribanus Wantara., Drs.MM.

The purpose of this study was to find out how much influence price, promotion, and brand image have on consumer buying interest in MS Glow skincare products among students at Trunojoyo University, Madura. This research is a quantitative research with a survey method through a questionnaire. The population in this study were Trunojoyo Madura University students who had bought MS Glow skincare products. The sample used in this study was 100 respondents using a purposive sampling technique. The data analysis technique used to prove the hypothesis was compiled using multiple linear regression analysis. The results of the study show that price has a positive and significant effect on consumer buying interest. Promotion has a positive and significant effect on consumer buying interest. Brand image has a positive and significant effect on consumer buying interest.

Keywords: Price, Promotion, Brand Image, Purchase Intention

ABSTRAK

Nadhiya Aufa Fa'iqoh, Pengaruh Harga, Promosi, dan Citra Merek terhadap Minat Beli Konsumen Produk *Skincare* Ms Glow (Studi pada Mahasiswa Universitas Trunojoyo Madura). Dibawah bimbingan Dr. H. Pribanus Wantara., Drs.MM.

Tujuan dalam penelitian ini adalah untuk mengetahui seberapa besar pengaruh harga, promosi, dan citra merek terhadap minat beli konsumen produk *skincare* MS Glow pada mahasiswa Universitas Trunojoyo Madura. Penelitian ini merupakan penelitian kuantitatif dengan metode survei melalui kuesioner. Populasi dalam penelitian ini merupakan mahasiswa Universitas Trunojoyo Madura yang pernah membeli produk *skincare* MS Glow. Sampel yang digunakan dalam penelitian sebanyak 100 responden dengan menggunakan teknik *purposive sampling*. Teknik analisis data yang digunakan untuk membuktikan hipotesis yang disusun menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap minat beli konsumen. Promosi berpengaruh positif dan signifikan terhadap minat beli konsumen. Citra merek berpengaruh positif dan signifikan terhadap minat beli konsumen.

Kata Kunci: Harga, Promosi, Citra Merek, Minat Beli