

**THE EFFECT OF PRICE, LOCATION AND PROMOTION TOWARD
CONSUMER PURCHASING INTEREST AT CV. SUKSES ABADI SUGIO
DISTRICT LAMONGAN REGENCY**

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ABSTRACT

This study aims to determine the effect of price, location and promotion both partially and simultaneously on consumer buying interest, and to determine the most dominant influencing variable toward consumer purchasing interest.

In addition, this research employed quantitative research types and data analysis methods validity test, reliability test, classic assumption test, multiple linear regression test, coefficient of determination test, t test (partial) and F test (simultaneous).

Meanwhile, based on the results of the analysis carried out, it is known that the price variable has a partial effect on consumer purchasing interest as evidenced by the results of the t test with a t value of 8,698 > t table value of 1,991, the location variable has a partial effect on consumer purchasing interest as evidenced through the results of the t test with a t-count value of 7,788 > t-table value of 1,991. Further, promotion variables have a partial effect on consumer buying interest as evidenced by the results of the t-test with a t-count value of 8,817 > t-table value of 1,991

In conclusion, price variables, location variables, and promotion variables simultaneously influence consumer purchasing interest as evidenced through the results of the F test with a calculated F value of 35,476 > F table value of 2,725 and the variable that has the most dominant effect on consumer purchasing interest is the promotion variable with a value of 0,398.

Keywords : Price, Location, Promotion, Consumer purchasing interest.

PENGARUH HARGA, LOKASI DAN PROMOSI TERHADAP MINAT BELI KONSUMEN PADA CV. SUKSES ABADI KECAMATAN SUGIO KABUPATEN LAMONGAN

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RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh harga, lokasi dan promosi baik secara parsial maupun secara simultan terhadap minat beli konsumen, dan untuk mengetahui variabel yang berpengaruh paling dominan terhadap minat beli konsumen.

Dengan menggunakan jenis penelitian kuantitatif dan metode analisis data uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, uji koefisien determinasi, uji t (parsial) dan uji F (simultan).

Berdasarkan dari hasil analisis yang dilakukan, diketahui bahwa variabel harga berpengaruh secara parsial terhadap minat beli konsumen dibuktikan melalui hasil dari uji t dengan nilai t hitung $8,698 >$ nilai t tabel $1,991$, variabel lokasi berpengaruh secara parsial terhadap minat beli konsumen dibuktikan melalui hasil dari uji t dengan nilai t hitung $7,788 >$ nilai t tabel $1,991$, variabel promosi berpengaruh secara parsial terhadap minat beli konsumen dibuktikan melalui hasil dari uji t dengan nilai t hitung $8,817 >$ nilai t tabel $1,991$.

Dapat disimpulkan bahwa variabel harga, variabel lokasi, dan variabel promosi berpengaruh secara simultan terhadap minat beli konsumen dengan dibuktikan melalui hasil dari uji F dengan nilai F hitung $35,476 >$ nilai F tabel $2,725$ dan variabel yang berpengaruh paling dominan terhadap minat beli konsumen adalah variabel lokasi dengan nilai sebesar $0,398$.

Kata kunci: Harga, Lokasi, Promosi, Minat beli konsumen.