

The Influence Of Price, Product Quality And Product Diversity On Interest To Buy Thrifting Clothes (Study on Darul 'Ulum Lamongan Islamic University Students)

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ABSTRACT

The purpose of this study was to determine the effect of price, product quality and product diversity on the interest in buying thrifting clothing among students at Darul 'Ulum Lamongan Islamic University. The population in this study amounted to 3,327 students, with a total sample of 97 respondents. The sampling technique used is purposive sampling technique, the analytical method used in this study is validity test, reliability test, multiple linear regression test, coefficient of determination test, classic assumption test, t test, f test. The results of this study indicate that the price variable with t count $5.381 > 1.661$ partially has a positive effect on purchase intention, product quality variable t count $4.675 > 1.661$ partially has a positive effect on purchase intention, product diversity variable with t count $2.267 > 1.661$ partially has a positive effect on buying interest, as well as the effect of price, product quality, and product diversity on buying interest is strong and has a simultaneous effect (simultaneously) which shows F count $> F$ table or $75.345 > 2.703$, and the adjusted r square value is 0.699 or 69.9%.

Keyword : Price, Product Quality And Product Diversity

Pengaruh Harga, Kualitas Produk Dan Keberagaman Produk Terhadap Minat Beli Baju Hemat (Studi Pada Mahasiswa Universitas Islam Darul 'Ulum Lamongan)

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh harga, kualitas produk dan keragaman produk terhadap minat beli pakaian bekas di kalangan mahasiswa Universitas Islam Darul 'Ulum Lamongan. Populasi dalam penelitian ini berjumlah 3.327 siswa, dengan jumlah sampel sebanyak 97 responden. Teknik pengambilan sampel yang digunakan adalah teknik purposive sampling, metode analisis yang digunakan dalam penelitian ini adalah uji validitas, uji reliabilitas, uji regresi linier berganda, uji koefisien determinasi, uji asumsi klasik, uji t, uji f. Hasil penelitian ini menunjukkan bahwa variabel harga dengan t hitung $5,381 > 1,661$ secara parsial berpengaruh positif terhadap niat beli, variabel kualitas produk t hitung $4,675 > 1,661$ secara parsial berpengaruh positif terhadap niat beli, variabel keragaman produk dengan t hitung $2,267 > 1,661$ secara parsial berpengaruh positif terhadap minat beli, demikian pula pengaruh harga, kualitas produk, dan keragaman produk terhadap minat beli kuat dan memiliki pengaruh simultan (simultan) yang menunjukkan F hitung $> F$ tabel atau $75,345 > 2,703$, dan nilai adjusted r square adalah 0,699 atau 69,9%.

Kata Kunci : Harga, Kualitas Produk Dan Keberagaman Produk