

The Influence Of Product Quality, Price, Brand Equity, and Personal Selling On The Intention To Buy Muslim Clothing At The Nibras House Sumberrejo Store Bojonegoro. Rena Windy Saputri, Moh Azus Shony Azar S.E.,MM, Bayu Sentosa S.E.,MM, 2023, Management Study Program, Faculty Of Economis, Darul Ulum Lamongan Islamic University.

ABSTRAC

This thesis uses a quantitative research which aims to find out whether product quality, price, brand equity, and personal selling have a simultaneous and partial effect on the intention to buy Muslim clothing at Nibras Rumah Sumberrejo store, Bojonegoro, and also among the four variables, which variable has the most influence the most dominant of the dependent variable (purchasing interest)

This study uses a quantitative descriptive method, with a sample size of 100 respondents to consumers who have purchased Nibras products from store Sumberrejo, Bojonegoro. The respondents in this study were all Bojonegoro people, and to take the number of each consumer, the researcher used a purposive sampling technique, with data collection techniques by giving questionnaires to respondents through stations, in proving and analyzing this, validity and reliability tests were used. , classic assumption test, multiple linear regression test, and f (simultaneous) test, t (partial) test and adjusted r square.

The test results show that: 1) it simultaneously influences the intention to buy Muslim clothing at the Nibras store, Rumah Sumberrjo, Bojonegoro. The test results were obtained from $F_{count} > F_{table}$ ($135.631 > 2.47$) thus the results of testing the hypothesis on the f test jointly affect the intention to buy Muslim clothing at the Nibras House Sumberrjo store, Bojonegoro. 2) partially affect the intention to buy Muslim clothing at the Nibras House Sumberrjo store, Bojonegoro. Partial test results show that product quality (X1) has a regression coefficient of $11.321 > 2.36$ then H_a and H_0 are accepted, Price (X2) has a regression coefficient of $16.588 > 2.36$ then H_a and H_0 are accepted, Brand Equity (X3) has a regression coefficient of $4.014 > 2.36$ then H_a and H_0 are accepted, and Personal Selling (X4) has a regression coefficient of $4.648 > 2.36$ then H_a and H_0 are accepted. And the four variables have a significance value < 0.05 , thus the results of the t test (partial) indicate a positive influence of Purchase Interest (Y) on the intention to buy Muslim clothing at the Nibras store, Store Sumberrjo, Bojonegoro.

Keywords : Produc quality. Price, Brand equity, Personal Selling, and Purchase Intention at Nibras House Store.

Pengaruh Kualitas Produk, Harga, *Brand Equity*, dan *Personal Selling* Terhadap Minat Beli Busana Muslim di Toko Nibras House Sumberrejo Bojonegoro, Rena Windy Saputri, Moh Azus Shony Azar S.E.,MM, Bayu Sentosa S.E.,MM, 2023, Program Study Manajemen, Fakultas Ekonomi, Universitas Islam Darul Ulum Lamongan.

ABSTRAK

Skripsi ini menggunakan penelitian kuantitatif yang bertujuan untuk mengetahui apakah kualitas produk, harga, *brand equity*, dan *personal selling* memiliki pengaruh secara simultan dan parsial terhadap minat beli busana muslim di toko nibras house sumberrejo bojonegoro, dan juga diantara keempat variabel tersebut, variabel mana yang berpengaruh paling dominan terhadap variabel terikatnya (minat beli)

Penelitian ini menggunakan metode deskriptif kuantitatif, dengan jumlah sampel 100 responden pada konsumen yang pernah membeli produk nibras house sumberrejo bojonegoro. Adapun responden dalam penelitian ini adalah seluruh masyarakat bojonegoro, dan untuk mengambil jumlah masing-masing konsumen, peneliti menggunakan teknik *purposive sampling*, dengan teknik pengumpulan data dengan memberi kuisisioner pada responden melalui pernyataan, dalam membuktikan dan menganalisis hal tersebut, maka digunakan uji validitas dan reliabilitas, uji asumsi klasik, uji regresi linear berganda, serta uji f (simultan), uji t (parsial) dan *adjusted r square*.

Hasil pengujian menunjukkan bahwa : 1) secara simultan berpengaruh terhadap minat beli busana muslim di toko nibras house sumberrejo bojonegoro. Hasil pengujian tersebut diperoleh dari $F_{hitung} > F_{tabel}$ ($135,631 > 2,47$) dengan demikian hasil pengujian hipotesis pada uji f secara bersama-sama berpengaruh terhadap minat beli busana muslim di toko nibras house sumberrejo bojonegoro. 2) secara parsial berpengaruh terhadap minat beli busana muslim di toko nibras house sumberrejo bojonegoro. Hasil pengujian secara parsial menunjukkan bahwa kualitas produk (X1) memiliki koefisien regresi sebesar $11,321 > 2,36$ maka H_a dan H_0 diterima, Harga (X2) memiliki koefisien regresi sebesar $16,588 > 2,36$ maka H_a dan H_0 diterima, *Brand Equity* (X3) memiliki koefisien regresi sebesar $4,014 > 2,36$ maka H_a dan H_0 diterima, dan *Personal Selling* (X4) memiliki koefisien regresi sebesar $4,648 > 2,36$ maka H_a dan H_0 diterima. Dan keempat variabel mempunyai nilai signifikansi $< 0,05$ dengan demikian hasil uji t (parsial) menunjukkan adanya pengaruh positif Minat Beli (Y) terhadap minat beli busana muslim di toko nibras house sumberrejo bojonegoro.

Kata kunci : Kualitas Produk, Harga, *Brand Equity*, *Personal Selling*, dan Minat Beli di Toko Nibras House.