

**THE INFLUENCE OF BRAND IMAGE, PRICE, PRODUCT QUALITY,
AND LOCATION ON CONSUMER'S PURCHASE INTEREST**

(Case Study on Rocket Chicken Lamongan)

By :
Nuansa Dyah Intihana

***Student Of Management Departement Faculty Of Economics Darul Ulum
Islamic Univercity Lamongan***

ABSTRACT

This study aims to determine the effect of brand image, price, product quality, location on consumer buying interest at Rocket Chicken Lamongan branch, both partially and simultaneously, and to determine which variables have an effect. This study used a quantitative approach with a sample of 100 respondents, while the technique used in sampling was purposive sampling. The analytical methods used in this research are validity test, reliability test, multiple linear regression test, coefficient of determination test (R^2), classic assumption test, and hypothesis test. From the results of the analysis obtained by the partial t test results, the brand image variable t count = 4.744 > t table = 1.661 with a significant level of 0.000 < 0.05 it can be stated that brand image partially has a positive and significant effect on consumer buying interest. Price variable t count = 26.103 > t table = 1.990 with a significant level of 0.000 < 0.05 it can be stated that price partially has a positive and significant effect on consumer buying interest. Product quality variable t count = -9.789 < t table = 1.661 with a significant level of 0.000 < 0.05 it can be stated that product quality partially has a negative and insignificant effect on consumer buying interest. Location variable t count = -3.487 < t table = 1.661 with a significant level of 0.001 < 0.05 it can be stated that location partially has a negative and insignificant effect on consumer buying interest. Based on the simultaneous F test, it can be seen that f count = 54.371 > f table = 2.47 it can be stated that simultaneously product quality (X1), price (X2), product quality (X3) and location (X4) affect consumer buying interest (Y).

Keywords : *Brand Image, Price, product quality, Location and, Consumer Buying Interest*

**PENGARUH *BRAND IMAGE*, HARGA, KUALITAS PRODUK, DAN
LOKASI TERHADAP MINAT BELI KONSUMEN
(Studi Kasus Pada *Rocket Chicken* Cabang Lamongan)**

**Oleh :
Nuansa Dyah Intihana**

**Mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Islam Darul
'Ulum Lamongan**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *brand image*, harga, kualitas produk lokasi terhadap minat beli konsumen pada *Rocket Chicken* cabang Lamongan baik secara parsial maupun simultan, serta untuk mengetahui variabel manakah yang berpengaruh. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 100 responden, sedangkan teknik yang digunakan dalam pengambilan sampel yakni purposive sampling. Metode analisis yang digunakan pada penelitian ini yakni uji validitas, uji reliabilitas, uji regresi linier berganda, uji koefisien determinasi (R^2), uji asumsi klasik, dan uji hipotesis. Dari hasil analisis yang didapat hasil uji t parsial, variabel *brand image* $t_{hitung} = 4,744 > t_{tabel} = 1,661$ dengan taraf signifikan sebesar $0,000 < 0,05$ dapat dinyatakan bahwa *brand image* secara parsial berpengaruh positif dan signifikan terhadap minat beli konsumen. Variabel harga $t_{hitung} = 26,103 > t_{tabel} = 1,990$ dengan taraf signifikan sebesar $0,000 < 0,05$ dapat dinyatakan bahwa harga secara parsial berpengaruh positif dan signifikan terhadap minat beli konsumen. Variabel kualitas produk $t_{hitung} = -9,789 < t_{tabel} = 1,661$ dengan taraf signifikan sebesar $0,000 < 0,05$ dapat dinyatakan bahwa kualitas produk secara parsial berpengaruh negatif dan tidak signifikan terhadap minat beli konsumen. Variabel lokasi $t_{hitung} = -3,487 < t_{tabel} = 1,661$ dengan taraf signifikan sebesar $0,001 < 0,05$ dapat dinyatakan bahwa lokasi secara parsial berpengaruh negatif dan tidak signifikan terhadap minat beli konsumen. Berdasarkan Uji F simultan, terlihat bahwa $f_{hitung} = 54,371 > f_{tabel} = 2,47$ dapat dinyatakan bahwa secara simultan kualitas produk (X_1), harga (X_2), kualitas produk (X_3) dan lokasi (X_4) berpengaruh terhadap minat beli konsumen (Y)

Kata kunci, : *Brand Image*, Harga, kualitas produk, Lokasi dan, Minat Beli Konsumen