

PENGARUH *E-PROMOTION* DAN KUALITAS PRODUK TERHADAP MINAT BELI KONSUMEN PRODUK VITALONG C PT BERNOFARM CABANG KARAWANG

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ABSTRAK

Siti Romlah Nurlendra. 15416261201023. Pengaruh *E-Promotion* dan Kualitas Produk terhadap Minat Beli Konsumen Produk Vitalong C PT. Bernofarm cabang Karawang. Dibawah bimbingan Bapak Ir. Uus MD Fadli, S.E., M.M. dan Ibu Citra Savitri, S.E., M.M.

Tujuan penelitian ini adalah untuk mengetahui, menjelaskan dan menganalisis pengaruh *E-Promotion* dan Kualitas Produk terhadap Minat Beli Konsumen Produk Vitalong C Pt. Bernofarm Cabang Karawang, serta pengaruh parsial dan simultan *E-Promotion* dan Kualitas Produk terhadap Minat Beli. Di lingkungan PT. Bernofarm Cabang Karawang. Jumlah sample dalam penelitian ini adalah 100 responden.

Metode penelitian ini menggunakan metode Deskriptif dan Verifikatif. Dari hasil analisa data penelitian diperoleh beberapa kesimpulan sebagai berikut: (1) *E-Promotion* sudah Baik, (2) Kualitas Produk sudah Baik, (3) Minat Beli sudah Baik. Terdapat pengaruh parsial *E-Promotion* dan Kualitas Produk terhadap Minat Beli, *E-Promotion* memiliki Pengaruh yang positif dan signifikan secara parsial terhadap Minat Beli, yaitu sebesar 24.8%. Kualitas Produk memiliki pengaruh yang positif dan signifikan secara parsial terhadap Minat Beli, yaitu sebesar 53.8%. Terdapat pengaruh secara simultan yang positif dan signifikan antara *E-Promotion* dan Kualitas Produk terhadap Minat Beli. Total pengaruh simultan *E-Promotion* dan Kualitas Produk terhadap Minat Beli sebesar 78.6%, sedangkan sisanya 21.4% merupakan pengaruh variabel lain (ϵ) yang tidak diteliti.

Kata Kunci : *E-Promotion*, Kualitas Produk dan Minat Beli

THE INFLUENCE E-PROMOTION AND PRODUCT QUALITY TOWARD CONSUMERS BUY INTEREST OF VITALONG C PRODUCT OF PT BERNOFARM IN KARAWANG BRANCH

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ABSTRACT

Siti Romlah Nurlendra. 15416261201023. Effect of E-Promotion and Product Quality on Consumer Purchase Interests Vitalong C Products PT. Bernofarm Karawang branch. Under the guidance of Mr. Ir. Uus MD Fadli, S.E., M.M. and Mrs. Citra Savitri, S.E., M.M.

The purpose of this study was to determine, explain and analyze the effect of E-Promotion and Product Quality on Consumer Purchase Interest in Vitalong C Products Pt. Bernofarm Karawang Branch, and the partial and simultaneous influence of E-Promotion and Product Quality on Purchase Interest. In the environment of PT. Bernofarm Karawang Branch. The number of samples in this study were 100 respondents.

This research method uses descriptive and verification methods. From the results of the analysis of the research data, several conclusions are obtained as follows: (1) E-Promotion is Good, (2) Product Quality is Good, (3) Purchase Interest is Good. There is a partial influence of E-Promotion and Product Quality on Purchase Interest, E -Promotion has a positive and partially significant effect on Purchase Interest, which is 24.8%. Product quality has a positive and partially significant effect on Purchase Interest, which is 53.8%. There is a positive and significant simultaneous effect between E-Promotion and Product Quality on Purchase Interest. The total simultaneous effect of E-Promotion and Product Quality on Purchase Interest is 78.6%, while the remaining 21.4% is the influence of other variables (ε) that are not examined.

Keywords: E-Promotion, Product Quality and Purchase Interest