

## ABSTRAK

Wahyuni Anis. 2022. Skripsi. “**Pengaruh Iklan, Kualitas Produk, Dan *Brand Image* Terhadap Minat Beli Konsumen Pada Produk Kecantikan Wardah**”. Program Study Manajemen Fakultas Ekonomi Universitas Panca Marga Probolinggo.

Penelitian ini bertujuan untuk mengetahui sejauh mana variabel iklan, kualitas produk, dan *brand image* berpengaruh terhadap minat beli konsumen pada produk kecantikan Wardah baik secara simultan, parsial, dan dominan.

Jenis penelitian yang digunakan adalah metode penelitian kuantitatif dengan pendekatan asosiatif. Variabel yang diteliti adalah iklan, kualitas produk, *brand image*, dan minat beli pada produk kecantikan Wardah di KDS Probolinggo dan Toko Kurnia Probolinggo, dengan jumlah responden sebanyak 40 responden. Metode analisis data dari hasil penelitian yaitu metode deskripsi kuantitatif dengan menggunakan SPSS berupa uji validitas, reabilitas, analisis regresi berganda, uji asumsi klasik, koefisien determinasi, pengujian hipotesis.

Hasil penelitian ditunjukkan dengan persamaan regresi berganda  $Y = 0,704 + 0,346X_1 + 0,237X_2 + 0,227X_3$ . Hasil uji hipotesis simultan  $f_{tabel} 2,87$  dan nilai  $F_{hitung} 21.672$  dengan nilai sig.  $F = 0,000 < 0,05$  berarti bahwa variabel bebas secara simultan (bersama-sama) berpengaruh signifikan terhadap variabel terikat. Untuk hasil uji hipotesis parsial nilai  $t_{tabel} = 2,026$  dan nilai  $t_{hitung}$ ,  $X_1 = 4,146$ ,  $X_2 = 2,635$ ,  $X_3 = 3,059$  dengan nilai sig ketiga variabel  $< 0,025$  membuktikan bahwa iklan, kualitas produk, dan *brand image* berpengaruh signifikan terhadap minat beli konsumen. Hasil uji hipotesis dominan menunjukkan variabel  $X_1$  memiliki nilai *standardized beta* lebih besar dibanding variabel independen lainnya.

**Kata Kunci:** Iklan, Kualitas produk, *Brand Image*, dan Minat Beli.

## **ABSTRACT**

*Wahyuni Anis. 2022. Thesis. "The Influence of Advertising, Product Quality, And Brand Image on Consumer Buying Interest in Wardah Beauty Products". Management Study Program, Faculty of Economics, Panca Marga Probolinggo University.*

*This study aims to find out the extent to which advertising variables, product quality, and brand image affect consumers' buying interest in Wardah beauty products both simultaneously, partially, and dominantly.*

*The type of research used is a quantitative research method with an associative approach. The variables studied were advertising, product quality, brand image, and buying interest in Wardah beauty products at KDS Probolinggo and Kurnia Probolinggo Stores, with a total of 40 respondents. The method of analyzing data from the results of research is a quantitative description method using SPSS in the form of validity tests, rehabilitation, multiple regression analysis, classical assumption tests, determination coefficients, hypothesis testing.*

*The results of the study were shown by the double regression equation  $Y = 0.704 + 0.346X_1 + 0.237X_2 + 0.227X_3$ . The results of the simultaneous hypothesis test  $t_{table} 2.87$  and the value of  $F_{hicalc} 21,672$  with a sig value.  $F = 0.000 < 0.05$  means that the free variables simultaneously (together) have a significant effect on the bound variable. For the partial hypothesis test results of  $t_{table}$  value = 2.026 and  $t_{hitung}$  value,  $X_1 = 4.146$ ,  $X_2 = 2.635$ ,  $X_3 = 3.059$  with a third sig value variable  $< 0.025$  proves that advertising, product quality, and brand image have a significant effect on consumer buying interest. The results of the dominant hypothesis test showed that the  $X_1$  variable had a greater standardized beta value than other independent variables.*

**Keywords:** *Advertising, Product quality, Brand Image, and Buying Interest.*