

ABSTRAK

Persaingan dunia industri kosmetik saat ini semakin pesat ditandai dengan tingkat persaingan antar perusahaan kosmetik yang semakin ketat, hingga kini data dari Kementrian Perindustrian setidaknya tercatat 760 perusahaan kosmetik skala besar, menengah, dan kecil yang memproduksi dan menjual merek-merek make-up, skin care dan feminine hygiene dalam memenuhi kebutuhan dan keinginan konsumen.

Tujuan dari penelitian ini adalah untuk menjelaskan Pengaruh Promosi dan Brand Image terhadap Minat Beli Konsumen Wardah di Kota Bandung. Dimana variabel independen dalam penelitian ini adalah promosi dan variabel dependen adalah citra merek dan minat beli konsumen. Penelitian ini dilakukan pada Wardah Beauty House Cihampelas Walk Bandung yang beralamat Jalan Cihampelas No 160 Lantai SL-28, Kelurahan Cipaganti, Kecamatan Coblong, Kota Bandung, Jawa Barat 40131.

Metode pengumpulan data yang digunakan dengan penyebaran kuesioner atau angket yang telah diisi oleh konsumen Wardah Cosmetics. Pengambilan sampel sebanyak 100 orang dengan teknik Nonprobability Sampling.

Hasil perhitungan koefisien determinasi menunjukkan bahwa Promosi dan Citra Merek secara simultan memberikan kontribusi pengaruh positif sebesar 74,9% terhadap Minat Beli. Sedangkan sisanya 25,1% merupakan besar kontribusi pengaruh dari variabel lain yang tidak diteliti. Hasil dari nilai fhitung sebesar 144,452 atau lebih besar dari nilai ftabel sebesar 3,09. Selain itu nilai

signifikan diperoleh sebesar $0,000 < 0,05$, maka dapat disimpulkan bahwa secara simultan H_a diterima, artinya secara bersama-sama variabel independen (Promosi dan Citra Merek) berpengaruh secara signifikan terhadap variabel dependen (Minat Beli).

Kata kunci : Promosi, Citra Merek, Minat Beli

ABSTRACT

Competition in the cosmetic industry is currently increasing rapidly, marked by the level of competition between cosmetic companies that is getting tighter, until now data from the Ministry of Industry has recorded at least 760 large, medium and small scale cosmetic companies that produce and sell brands of make-up and skin care. and feminine hygiene in fulfilling the needs and desires of consumers.

The purpose of this study was to explain the influence of the Promotion and Brand Image on Wardah Consumer Purchase Intention in Bandung City. Where the independent variable in this study is promotion and the dependent variable is brand image and consumer buying interest. This research was conducted at Wardah Beauty House Cihampelas Walk Bandung, which is located at Jalan Cihampelas No. 160 Lantai SL-28, Cipaganti Village, Coblong District, Bandung City, West Java 40131.

Data collection methods used by distributing questionnaires or questionnaires that have been filled in by Wardah Cosmetics consumers. Sampling as many as 100 people with the Nonprobability Sampling technique.

The results of the calculation of the coefficient of determination show that the Promotion and Brand Image simultaneously contribute a positive influence of 74.9% on Purchase Intention. While the remaining 25.1% is the contribution of the influence of other variables not examined. The result of the fcount value is 144.452 or greater than the ftable value of 3.09. In addition, a significant

value is obtained at $0.000 < 0.05$, it can be concluded that simultaneously H_a is accepted, meaning that together the independent variables (Promotion and Brand Image) have a significant effect on the dependent variable (Purchase Interest).

Keyword : Promotion, Brand Image, Purchase Interest