

**PENGARUH LOKASI, CITRA TOKO DAN KEBERAGAMAN PRODUK
TERHADAP MINAT BELI KONSUMEN PADA CITRA SWALAYAN
CABANG GAJAH MADA PADANG**

¹Aloudhiya Stevany Rose, ²Dahnil Johar, ³Yulihar Mukhtar
¹Mahasiswa Jurusan Manajemen, Fakultas Ekonomi dan Bisnis
Universitas Bung Hatta

²Dosen Jurusan Manajemen, Fakultas Ekonomi dan Bisnis
Universitas Bung Hatta

E-mail : aloudhiyastevany97@gmail.com, johardahnil@gmail.com,
yul_mukhtar@yahoo.com

ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis pengaruh lokasi, citra toko dan keberagaman produk terhadap minat beli konsumen pada Citra Swalayan Cabang Gajah Padang. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden sebanyak 96 orang. Data diolah menggunakan SPSS versi 16.0. Jenis data yang digunakan adalah data primer dengan metode analisis regresi linear berganda.

Hasil penelitian menemukan bahwa lokasi berpengaruh positif dan signifikan terhadap minat beli, citra toko tidak berpengaruh terhadap minat beli, dan keberagaman produk tidak berpengaruh terhadap minat beli.

Kata kunci : Lokasi, Citra Toko, Keberagaman Produk, Minat Beli

***THE INFLUENCE OF QUALITY PRODUCT, PROMOTION AND BRAND
IMAGE ON PURCHASE INTENTION HONDA OF CRF 150 L MOTORCYCLE
IN PADANG CITY***

¹Aloudhiya Stevany Rose, ²Dahnil Johar, ³Yulihar Mukhtar

¹Student of Management Departement, Faculty of Economics and Business

Bung Hatta University

²Lecture in Management Departement, Faculty of Economics and Business

Bung Hatta University

**E-mail : aloudhiyastevany97@gmail.com, johardahnil@gmail.com,
yul_mukhtar@yahoo.com**

ABSTRACT

The purpose of this study was to analyze the effect of product quality, promotion and brand image on the purchase intention a Honda CRF 150 L motorcycle trail in Padang City. The sampling technique used a purposive sampling with a number of respondents as many as 96 people. Data is processed using SPSS version 16.0. The type of data used is primary data with the method of multiple linear regression analysis.

The results of the study found that product quality has a positive and significant effect on buying interest, promotion has no effect on purchase intention, and brand image has a positive and significant effect on purchase intention.

Keywords : Location, Store Image, Diversity of Products , Purchase Intention