

ANALISIS PRICE DISCOUNT TERHADAP MINAT BELI KONSUMEN PADA ALFAMIDI MARIAM GINTING KABANJAHE

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana *price discount* sebagai variabel independen (X) mempengaruhi minat beli konsumen sebagai variabel dependen (Y). Jumlah sampel pada penelitian ini sebanyak 150 responden dari seluruh populasi (konsumen Minimarket Alfamidi Mariam Ginting Kabanjahe) dengan teknik pengambilan sampel secara acak. Teknik pengumpulan data dalam penelitian ini menggunakan observasi, kuesioner, dan wawancara. Teknik analisis data yang digunakan adalah deskriptif, uji kualitas data, uji asumsi klasik, regresi linier sederhana, uji hipotesis (uji t), dan uji koefisien determinasi dengan bantuan SPSS.

Berdasarkan hasil analisis yang telah dilakukan diperoleh persamaan regresi $Y = 21,885 + 0,358X + e$. Dari hasil analisis variabel independen berpengaruh positif dan signifikan terhadap variabel dependen. Diperoleh nilai t_{hitung} variabel *price discount* sebesar 4,091. Maka nilai $t_{hitung} >$ dari nilai t_{tabel} (1,97612). Hasil uji koefisien determinasi didapatkan nilai *Adjusted R Square* sebesar 0,096, yang berarti sumbangan pengaruh variabel independen terhadap variabel dependen adalah sebesar 9,6%, sedangkan sisanya sebesar 90,4% dipengaruhi oleh variabel lain yang tidak dimasukkan dalam penelitian ini.

Kata Kunci: *Price Discount*, Minat Beli Konsumen

THE ANALYSIS OF PRICE DISCOUNT ON CONSUMER BUYING IN MARIAM GINTING'S ALFAMIDI KABANJAHE

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ABSTRACT

The purpose of this research is to determine how price discount as an independent variable (X) affects consumer buying interest as the dependent variable (Y). The number of samples in this study were 150 respondents from all populations (consumers of Minimarket Alfamidi Mariam Ginting Kabanjahe) with random sampling techniques. Data collection techniques in this study used observation, questionnaires, and interviews. The data analysis technique used is descriptive, data quality test, classic assumption test, simple linear regression, hypothesis testing (t test), and test coefficient of determination with the help of SPSS.

Based on the results of the analysis that has been done, the regression equation $Y = 21.885 + 0.358X + e$ is obtained. From the results of the analysis of the independent variables positive and significant effect on the dependent variable. Obtained the value of t_{count} variable price discount of 4.091. Then the value of $t_{count} >$ from the value of f_{table} (1.97612). The test results of the coefficient of determination obtained Adjusted R Square value of 0.096, which means that the contribution of the influence of independent variables on the dependent variable is 9.6%, while the remaining 90.4% is influenced by other variables not included in this study.

Keywords: Discount Price, Consumer Buying Interest