

## ABSTRAK

Theresa Olivia Nirmalasari Gani, No Bp 15101155310053, Manajemen (2020), Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh Media Promosi, Kualitas Pelayanan, dan Potongan Harga Terhadap Minat Beli PT.Banteng Perkasa Internasional (DB Foods) Padang, baik secara parsial maupun secara simultan, di bawah bimbingan Ibu Dr.Lusiana, S.E, M.M dan Ibu Marta Widian Sari, S.E, M.M.

Penelitian ini bertujuan untuk mengetahui Pengaruh Media Promosi, Kualitas Pelayanan, dan Potongan Harga Terhadap Minat Beli PT.Banteng Perkasa Internasional (DB Foods) Padang, baik secara parsial maupun secara simultan.

Hasil penelitian menunjukkan persamaan regresif  $\hat{Y} = 9,124 + 0,216 X_1 + 0,196 X_2 + 0,433 X_3 + e$ . Hasil uji hipotesis secara parsial diperoleh bahwa variabel media promosi, kualitas pelayanan, dan potongan harga berpengaruh positif dan signifikan terhadap minat beli. Hasil uji hipotesis secara simultan juga diperoleh variabel media promosi, kualitas layanan, dan potongan harga, berpengaruh positif dan signifikan terhadap minat beli PT.Banteng Perkasa Internasional (DB Foods) Padang. Kontribusi ketiga variabel bebas tersebut terhadap minat beli adalah sebesar 75.7%, sedangkan sisanya 24.3% dari variabel lain yang tidak diteliti. Secara parsial terbukti potongan harga memiliki pengaruh yang paling dominan.

Disarankan untuk meningkatkan minat beli agar lebih difokuskan pada variabel pemberian pengalaman kepada konsumen dalam membeli melalui penawaran harga yang sesuai dengan manfaat yang diterima oleh konsumen dalam membeli produk PT.Banteng Perkasa Internasional (DB Foods) Padang.

**Kata Kunci : Media Promosi, Kualitas Pelayanan, Potongan Harga, dan Minat Beli**

## ABSTRACT

Theresa Olivia Nirmalasari Gani, No Bp 15101155310053, Management (2020), the research aims to know how much the influence of Media promotion, quality of service, and the rebate on interest buying PT. The Mighty Bull International (DB Foods) Padang, both partially and simultaneously, under the guidance of Mrs. Dr. Lusiana, S. E, M. M and Mrs. Marta Widian Sari, S. E, M.M.

This research aims to determine the effect of Media promotion, quality of service, and rebate on buying interest in PT. The Mighty Bull International (DB Foods) Padang, both partially and simultaneously.

The results showed the equation regressive  $\hat{Y} = 9.124 + 0.216 X1 + 0.196 X2 + 0.433 X3 + E$ . Hypotheses test results are partially acquired that the promotional media variables, service quality, and rebate are influential and significant to the buying interest. Simultaneous hypothesis test results also obtained promotional media variables, service quality, and discounted prices, positive and significant effect on the interest of buying PT.

The Mighty Bull of International (DB Foods) Padang. The third contribution of the free variable to the interest of buying is 75.7%, while the remaining 24.3% of other variables are not researched. Partially proven price cuts have the most dominant influence.

It is recommended to increase the interest of buying to be more focused on providing variables to the consumer experience in purchasing through price quotes in accordance with the benefits received by consumers in purchasing products PT. The Mighty Bull of International (DB Foods) Padang.

**Keywords: promotional media, service quality, discounted pricing, and buying interest**