

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh Promosi, Distribusi Terhadap Minat Beli Melalui Citra Merek Sebagai Variabel Intervening pada keripik balado Minat Beli. Metode pengumpulan data melalui survey dan pengumpulan kuisioner, dengan sampel 96 responden dari pembeli keripik Baladosalsabila. Metode analisis yang digunakan adalah regresi linear berganda dan analisis jalur (*Path Analysis*) menggunakan SPSS 15.

Hasil penelitian yang didapatkan berdasarkan (Uji t) diperoleh Promosi secara parsial berpengaruh signifikan terhadap Citra Merek , Distribusi secara parsial berpengaruh signifikan terhadap Citra Merek. Promosi dan Distribusi secara parsial berpengaruh signifikan terhadap Minat Beli.

Berdasarkan analisis jalur, pengaruh hubungan langsung Promosi terhadap Citra Merek lebih kecil dari pada pengaruh hubungan langsung Distribusi terhadap Minat Beli. Pengaruh hubungan langsung Promosi terhadap Minat Beli lebih kecil dari pada pengaruh hubungan langsung Distribusi terhadap Minat Beli. Serta Hubungan tidak langsung Promosi terhadap Minat Beli dengan Citra Merek sebagai Variabel Intervening lebih besar dari pada Hubungan tidak langsung Distribusi terhadap Minat Beli dengan Citra Merek sebagai Variabel Intervening.

Kata kunci : Promosi,Distribusi,Citra Merek,Minat Beli.

ABSTRACT

This study aims to examine how much the influence of promotion, distribution on buying interest through brand image as an intervening variable on buying interest balado chips. Methods of data collection through surveys and questionnaire collection, with a sample of 96 respondents from buyers of Baladosalsabila chips. The analysis method used is multiple linear regression and path analysis using SPSS 15.

The research results obtained based on (t test) obtained partial promotion has a significant effect on brand image, distribution partially has a significant effect on brand image. Promotion and distribution partially have a significant effect on buying interest. .

Based on the path analysis, the direct relationship effect of Promotion on Brand Image is smaller than the direct relationship effect of Distribution on Purchase Intention. The effect of the direct relationship of Promotion on Buying Interest is smaller than the effect of the direct relationship of Distribution to Buying Interest. As well as the indirect relationship of Promotion to Purchase Intention with Brand Image as an Intervening Variable is greater than the indirect relationship of Distribution to Purchase Intention with Brand Image as an Intervening Variable.

Keywords: Promotion, Distribution, Brand Image, Purchase Interest