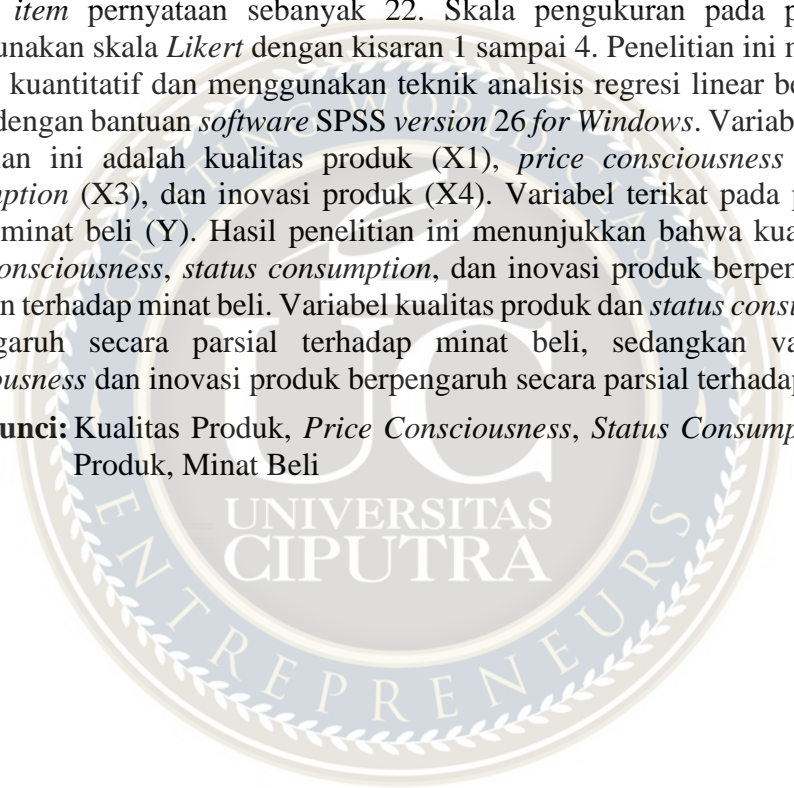


## ABSTRAK

### PENGARUH KUALITAS PRODUK, *PRICE CONSCIOUSNESS*, *STATUS CONSUMPTION*, DAN INOVASI PRODUK TERHADAP MINAT BELI PRODUK T’NUNERS

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, *price consciousness*, *status consumption*, dan inovasi produk terhadap minat beli produk T’Nuners. Populasi yang digunakan dalam penelitian ini adalah *followers* Instagram T’Nuners yang diambil sampel sebanyak 91 responden dengan teknik *non probability sampling*. Penyebaran kuesioner melalui *google form* dengan jumlah *item* pernyataan sebanyak 22. Skala pengukuran pada penelitian ini menggunakan skala *Likert* dengan kisaran 1 sampai 4. Penelitian ini menggunakan metode kuantitatif dan menggunakan teknik analisis regresi linear berganda yang diolah dengan bantuan *software SPSS version 26 for Windows*. Variabel bebas pada penelitian ini adalah kualitas produk (X1), *price consciousness* (X2), *status consumption* (X3), dan inovasi produk (X4). Variabel terikat pada penelitian ini adalah minat beli (Y). Hasil penelitian ini menunjukkan bahwa kualitas produk, *price consciousness*, *status consumption*, dan inovasi produk berpengaruh secara simultan terhadap minat beli. Variabel kualitas produk dan *status consumption* tidak berpengaruh secara parsial terhadap minat beli, sedangkan variabel *price consciousness* dan inovasi produk berpengaruh secara parsial terhadap minat beli.

**Kata kunci:** Kualitas Produk, *Price Consciousness*, *Status Consumption*, Inovasi Produk, Minat Beli



## **ABSTRACT**

### **THE EFFECTS OF PRODUCT QUALITY, PRICE CONSCIOUSNESS, STATUS CONSUMPTION, AND PRODUCT INNOVATION TOWARDS PURCHASE INTENTION OF T'NUNERS PRODUCTS**

*The purpose of this research is to find out the effect of product quality, price consciousness, status consumption, and product innovation towards purchase intention of T'nuners products. The population that is used in this research is T'Nuners' Instagram followers that are taken the sample of 91 respondents with non-probability sampling technique. Questionnaire distribution through google form with the total of 22 statement items. The measurement scale in this research uses Likert scale with the range of 1 to 4. This research uses quantitative method and uses multiple linear regression analysis techniques that are processed with the help of SPSS version 26 for Windows software. The independent variables in this research are product quality (X1), price consciousness (X2), status consumption (X3), and product innovation (X4). The dependent variable in this research is purchase intention (Y). The result of this research indicate that product quality, price consciousness, status consumption, and product innovation simultaneously affect purchase intention. Product quality and status consumption variables do not affect partially on purchase intention, whereas price consciousness and product innovation variables affect partially on purchase intention.*

**Keywords:** *Product Quality, Price Consciousness, Status Consumption, Product Innovation, Purchase Intention*

