

ABSTRAK

Skripsi dengan judul “Pengaruh Harga, Kemasan, Kualitas Produk, *Brand Image* dan *Word of Mouth* terhadap Minat Beli Produk Air Minum Dalam Kemasan (AMDK) Merek Le Minerale pada Mahasiswa Jurusan Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam IAIN Tulungagung” ini ditulis oleh Nadia Eva Nur Fauzy, NIM. 17402163279, pembimbing Elok Fitriani Rafikasari, M.Si.

Penelitian ini dilatarbelakangi adanya perkembangan industri AMDK di Indonesia yang berkembang pesat. Hal tersebut mengakibatkan adanya persaingan yang ketat antar perusahaan AMDK untuk menarik perhatian konsumen. Kehadiran berbagai macam perusahaan AMDK membuat konsumen semakin mempunyai sifat kritis dan selektif memilih produk air minum dalam kemasan yang bersih dan aman bagi tubuh manusia. Salah satu produk AMDK di Indonesia yaitu Le Minerale. Konsumen Le Minerale terdiri dari berbagai macam masyarakat di antaranya adalah mahasiswa. Mahasiswa juga memiliki pertimbangan tertentu sebelum membeli air minum dalam kemasan.

Tujuan penelitian ini untuk mengetahui pengaruh harga, kemasan, kualitas produk, *brand image* dan *word of mouth* terhadap minat beli produk AMDK merek Le Minerale secara parsial, simultan dan faktor yang paling berpengaruh dari kelima variabel tersebut. Sampel yang diambil dalam penelitian ini 100 mahasiswa jurusan Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam IAIN Tulungagung sebagai konsumen Le Minerale. Teknik sampling yang digunakan adalah *accidental sampling*. Penelitian ini menggunakan pendekatan kuantitatif dan metode analisis regresi linier berganda. Sumber data yang digunakan adalah data primer dengan menyebarluaskan kuisioner.

Hasil penelitian menunjukkan bahwa secara parsial, variabel yang mempengaruhi minat beli AMDK merek Le Minerale adalah *word of mouth*. Sedangkan variabel harga, kemasan, kualitas produk dan *brand image* tidak mempengaruhi minat beli AMDK merek Le Minerale pada mahasiswa ES FEBI IAIN Tulungagung. Penelitian yang dilakukan secara simultan memberikan hasil bahwa harga, kemasan, kualitas produk, *brand image* dan *word of mouth* berpengaruh terhadap minat beli produk AMDK merek Le Minerale dengan total pengaruh sebesar 57,5% dan variabel *word of mouth* merupakan faktor yang paling besar dan berpengaruh signifikan terhadap minat beli.

Kata kunci : Harga, Kemasan, Kualitas Produk, *Brand Image*, *Word of Mouth* dan Minat Beli.

ABSTRACT

A thesis with a title “The Effect of Price, Packaging, Quality of Product, Brand Image and Word of Mouth on Buying Interest in Drinking Water Products Le Minerale’s Brand on Students of Islamic Economic Department, Faculty of Economics and Islamic Business, State Islamic Institute of Tulungagung” was written by Nadia Eva Nur Fauzy, NIM. 17402163279, advisor by Elok Fitriani Rafikasari, M.Si.

This research is motivated by the development of the bottled drinking water industry growing rapidly. It resulted in intense competition between bottled drinking water companies to attract consumer's attention. The presence of various kinds of bottled drinking water companies makes consumers increasingly critical and selective in choosing bottled drinking water products that clean and safe for human body. One of the drinking water products in Indonesia is Le Minerale. Le Minerale consumers consist of various kinds of society including students. Students also have certain considerations before buying bottled drinking water.

The purpose of this research to determine the effect of price, packaging, quality of product, brand image and word of mouth on buying interest in drinking water products Le Minerale’s brand partially, simultaneously and the most influential factors of all these variables. Sample taken in this research was 100 students of Islamic Economic department Faculty of Economics and Islamic Business, State Islamic Institute of Tulungagung as consumers of Le Minerale. The sampling technique used is accidental sampling. This research used quantitative approach and multiple linear regression analysis method. The data source used is primary data by spreading the questionnaire.

The results show that partially, the variables that effect the buying interest in drinking water products Le Minerale’s brand is word of mouth. While the variables of price, packaging, quality of product and brand image has no effect on buying interest in drinking water products Le Minerale’s brand on students of Islamic Economic department, Faculty of Economics and Islamic Business, State Islamic Institute of Tulungagung. This research conducted simultaneously gave results that price, packaging, quality of product, brand image and word of mouth have an effect on buying interest with total effect of 57,5% and the variable of word of mouth is the biggest factor and has a significant effect on purchase intention.

Keywords : Price, Packaging, Quality of Product, Brand Image, Word of Mouth, Buying Interest