

ABSTRAK

Skripsi dengan judul “Pengaruh Tingkat Pendapatan, Harga, Kualitas Produk, Dan Pemberian Potongan Harga Terhadap Minat Beli Offline Konsumen Produk Kosmetik Wardah Di Pasar Ngunut Tulungagung” ditulis oleh Rini Lestari, NIM 12402173151, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, IAIN Tulungagung, pembimbing Dr. H. Dede Nurohman, M.Ag.

Penelitian ini dilatar belakangi bahwa produk kosmetik merupakan hal yang sangat penting khususnya bagi para kaum wanita karena penggunaan kosmetik pada wanita sangatlah sering dilakukan. Salah satunya yaitu produk kosmetik dari wardah yang mana berdasarkan hasil presentase penjualannya produk ini memiliki jumlah peminat sangatlah banyak. Penelitian ini dilakukan di Pasar Ngunut Tulungagung karena Pasar Ngunut merupakan pasar tradisonal yang masih tetap populer dan menjadi pusat perdagangan di daerah Ngunut. Tujuan penelitian ini untuk mengetahui pengaruh tingkat pendapatan, harga, kualitas produk, dan pemberian potongan harga terhadap minat beli offline konsumen produk kosmetik wardah di Pasar Ngunut Tulungagung.

Rumusan masalah dari penelitian ini adalah untuk mengetahui pengaruh tingkat pendapatan, harga, kualitas produk, dan pemberian potongan harga terhadap minat beli offline konsumen produk kosmetik wardah di Pasar Nunut Tulungagung baik secara parsial maupun simultan.

Pendekatan yang digunakan dalam penelitian ini adalah pendekatan penelitian kuantitatif, dimana suatu prosedur penelitian yang menghasilkan data-data berupa angka dan pengolahannya menggunakan sebuah aplikasi statistik yang disebut dengan SPSS. Dalam pengambilan sampel penelitian ini menggunakan teknik *simple random sampling* serta teknik pengumpulan data menggunakan kuesioner. Setelah semua data kuesioner terkumpul selanjutnya dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, uji analisis regresi linier berganda, uji t, dan uji f.

Berdasarkan hasil analisis yang dilakukan menyatakan bahwa variabel tingkat pendapatan, kualitas produk, dan pemberian potongan harga berpengaruh positif dan signifikan terhadap minat beli offline konsumen, sedangakn variabel harga berpengaruh negatif dan tidak signifikan terhadap minat beli offline konsumen produk kosmetik wardah di Pasar Ngunut Tulungagung. Selain itu secara simultan atau keseluruhan variabel tingkat pendapatan, harga, kualitas produk, dan pemberian potongan harga berpengaruh terhadap minat beli offline konsumen produk kosmetik wardah di Pasar Ngunut Tulungagung. Serta minat beli offline konsumen produk kosmetik wardah di Pasar Ngunut Tulungagung sebesar 18,5% dipengaruhi oleh variabel tingkat pendapatan, harga, kualitas produk, dan pemberian potongan harga dan sisanya sebesar 81,5% di pengaruhi oleh variabel lain.

Kata Kunci: Tingkat Pendapatan, Harga, Kualitas Produk, Pemberian Potongan Harga, Dan Minat Beli.

ABSTRACT

Thesis with the title "The Influence of Income Level, Price, Product Quality, and Giving Discounts on Consumers' Offline Purchase Interest of Wardah Cosmetic Products in Ngunut Tulungagung Market" was written by Rini Lestari, NIM 12402173151, Department of Islamic Economics, Faculty of Economics and Islamic Business, IAIN Tulungagung, mentor Dr. H. Dede Nurohman, M.Ag.

The background of this research is that cosmetic products are very important, especially for women because the use of cosmetics in women is very often done. One of them is cosmetic products from Wardah, which based on the percentage of sales, this product has a very large number of enthusiasts. This research was conducted at Ngunut Market Tulungagung, because the Ngunut market is a traditional market that is still popular and is a trading center in the Ngunut area. The purpose of this study was to determine the effect of income level, price, product quality, and discounted prices on consumers' offline buying interest in Wardah cosmetic products at Ngunut Tulungagung Market.

The formulation of the problem in this study is to determine the effect of income level, price, product quality, and discounted prices on consumers' offline buying interest of wardah cosmetic products in Nunut Market, Tulungagung, either partially or simultaneously.

The approach used in this study is a quantitative research approach, where a research procedure that produces data in the form of numbers and processing using a statistical application called SPSS. In taking the sample of this study using simple random sampling technique and data collection techniques using a questionnaire. After all the questionnaire data was collected, it was analyzed using validity test, reliability test, classical assumption test, multiple linear regression analysis test, t test, and f test.

Based on the results of the analysis conducted, it is stated that the variables of income level, product quality, and giving discounted prices have a positive and significant effect on consumers' offline buying interest, while the price variable has a negative and insignificant effect on consumers' offline buying interest in Wardah cosmetic products in Ngunut Tulungagung Market. In addition, simultaneously or overall the variables of income level, price, product quality, and the provision of price discounts affect the offline buying interest of consumers of Wardah cosmetic products at the Ngunut Tulungagung Market. As well as the offline buying interest of consumers of wardah cosmetic products at the Ngunut Tulungagung Market by 18.5% influenced by the variables of income level, price, product quality, and discounting and the remaining 81.5% influenced by other variables.

Keywords: *Income Level, Price, Product Quality, Discount, And Buying Interest.*