

**PENGARUH INOVASI PRODUK, HARGA DAN PROMOSI TERHADAP  
MINAT BELI KONSUMEN *CATERING* DAPOER AGOENG BINTARO  
PT. AGUNG JELITA PRATAMA**

**SKRIPSI**

**Program Studi Manajemen – Strata 1**



**FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS SATYA NEGARA INDONESIA**

**JAKARTA**

**2021**

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**SKRIPSI**

**Diajukan Sebagai Salah Satu Syarat Untuk Memperoleh Gelar**

**SARJANA MANAJEMEN**

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**EFFECT OF PRODUCT INNOVATION, PRICE AND PROMOTION ON  
CONSUMER BUYING INTEREST IN CATERING DAPOER AGOENG**

**BINTARO PT. AGUNG JELITA PRATAMA**

**THESIS**

**Economic Studies Program Management – Strata 1**



**ECONOMIC FACULTY AND BUSINESS**

**SATYA NEGARA INDONESIA UNIVERSITY**

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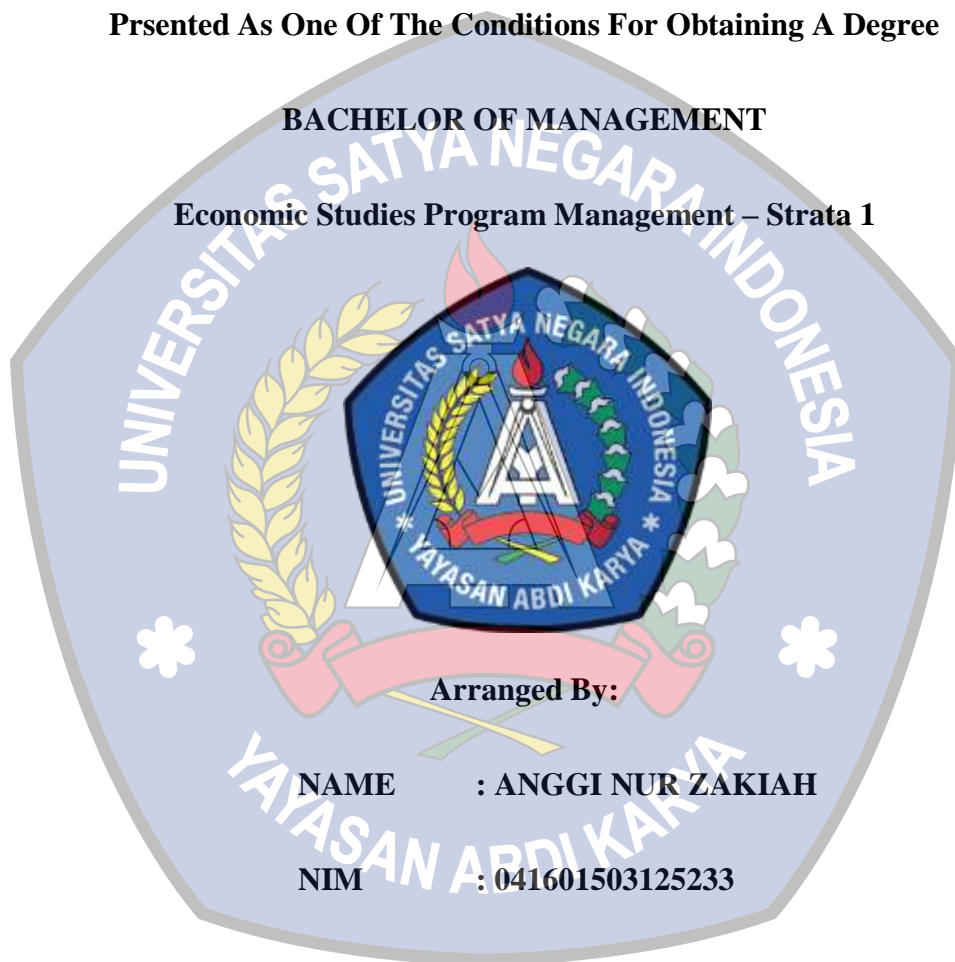
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**THESIS**

**Prsented As One Of The Conditions For Obtaining A Degree**

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**Economic Studies Program Management – Strata 1**



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## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Inovasi Produk, Harga dan Promosi terhadap Minat Beli Konsumen di *Catering Dapoer Agoeng Bintaro*. Populasi dalam penelitian ini adalah semua konsumen yang melakukan pembelian di *Catering Dapoer Agoeng Bintaro* dan sampel dalam penelitian ini berjumlah 100 responden. Desain penelitian ini menggunakan metode kausal. Teknik sampling menggunakan accidental sampling. Metode pengumpulan data menggunakan data primer dan data sekunder. Metode analisa data dalam penelitian ini adalah analisis regresi linier berganda, uji F, uji t dan uji koefisien determinasi dengan bantuan software SPSS 25. Hasil penelitian menunjukkan bahwa secara parsial (uji t) Inovasi Produk (X1) dan Promosi (X3) berpengaruh signifikan terhadap Minat Beli (Y), sedangkan Harga (X2) tidak berpengaruh signifikan terhadap Minat Beli (Y). Secara simultan (uji F) menunjukkan bahwa terdapat pengaruh yang signifikan antara variabel Inovasi Produk (X1), Harga (X2), dan Promosi (X3) terhadap Minat Beli (Y). Dan kontribusi semua variabel bebas Adjusted R<sup>2</sup> sebesar 73,2% terhadap Minat Beli (Y), sedangkan sisanya sebesar 26,8% dijelaskan dengan faktor atau variabel lain yang tidak diketahui dan tidak masuk dalam penelitian ini.

**Kata Kunci : Inovasi Produk, Harga, Promosi dan Minat Beli**

## **ABSTRACT**

*This study aims to find out the influence of Product Innovation, Price and Promotion on Consumer Buying Interest in Catering Dapoer Agoeng Bintaro. The population in this study were all consumers who made purchases at Catering Dapoer Agoeng Bintaro and the sample in this study amounted to 100 respondents. The design of this research uses a caesal method. Sampling techniques using accidental sampling. Data announcement method using primary data and secondary data. Data analysis method in this study is multiple linear regression analysis, F test, t test and determinant coefficient test with SPSS 25 software bntuan. The results showed that partially (t test) Product Innovation (X1) and Promotion (X3) had a significant effect on Buying Interest (Y), while Price (X2) had no significant effect on Buying Interest (Y). Simultaneously (test F) indicates that there is a significant influence between the variables Product Innovation (X1), Price (X2), and Promotion (X3) significant effect on Buy Interest (Y), while Price (X2) has no significant effect on Buy Interest (Y). Simultaneously (test F) shows that there is a significant influence between the variables Product Innovation (X1), Price (X2), and Promotion (X3) on Buy Interest (Y). And the contribution of all adjusted R2 free variables amounted to 73.2% to Buy Interest (Y), while the remaining 26.8% was explained by other unknown factors or variables and was not included in this research.*

**Keywords: Product Innovation, Price, Promotion and Buying Interest**