

Pengaruh brand image L'Oréal terhadap minat beli produk L'Oréal men expert : studi pada konsumen pria di Jakarta = The influence of L'Oréal brand image towards the purchase intention of L'Oréal men expert product : study of men in Jakarta

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Abstrak

Tujuan penelitian ini adalah untuk mengetahui bagaimana pengaruh brand image L'Oréal terhadap minat beli produk "L'Oréal Men Expert" pada konsumen pria di Jakarta. Penelitian ini menggunakan pendekatan kuantitatif. Sampel dalam penelitian ini adalah 100 pria berusia 25 - 54 tahun, yang mengetahui produk "L'Oréal Men Expert", namun belum pernah membeli produk tersebut, serta berdomisili di wilayah Jakarta. Metode yang peneliti gunakan adalah nonprobability sampling, serta teknik penarikan sampel purposive. Instrumen penelitian ini menggunakan kuesioner, dan data dianalisis menggunakan linear regression. Hasil penelitian ini menunjukkan bahwa brand image L'Oréal memiliki pengaruh yang kuat terhadap minat beli produk "L'Oréal Men Expert" pada konsumen pria di Jakarta. Brand Image memiliki pengaruh sebesar 52.6% dan sisanya sebesar 47.4% dipengaruhi oleh faktor lain.

.....The objective of this research is to analyze how is the effect of brand image of L'Oréal towards the purchase intention of "L'Oréal Men Expert" product on men in Jakarta. This research applied the quantitative approach. The sample of this research is 100 men aged 25-54 years old, who knows "L'Oréal Men Expert" product, yet have never bought the product. The method used in this research is the non-probability sampling method, with purposive sampling technique. This research used questionnaire as the research instrument, and analyzed the data using linear regression. The result of this research indicates that brand image of L'Oréal has a strong effect towards the purchase intention of "L'Oréal Men Expert" product on men in Jakarta. The effect of brand image towards the purchase intention is equal to 52.6%, and the residue is equal to 47.4% for the effect of other factors.