

ABSTRACT

THE EFFECT OF AMBASSADOR ATTA HALILINTAR BRAND AND QUALITY OF ABC MILK COFFEE PRODUCTS TOWARD INTEREST IN BUYING ABC MILK COFFEE IN SEMARANG

The problem faced by ABC Coffee is the large number of competitors which makes competition tighter and sales can decrease if they do not have the appeal and quality of the product. The purpose of this study was to determine the effect of brand ambassadors and product quality on consumer buying interest in Semarang using AIDDA theory. The research method is quantitative research with multiple linear regression analysis. the number of respondents was 100 people in the city of Semarang.

The results of the research hypothesis are obtained, namely the first hypothesis which states that the greater the influence of the brand ambassador then makes buying interest increase has been proven to be acceptable, and the second hypothesis stating that the greater influence on product quality makes making buying interest increase also proven to be acceptable. Testing the validity of all question items from the brand ambassador variable, product quality and buying interest are declared valid because all r counts are greater than the r table. In testing the reliability of all items the question was also declared reliable because the Alpha value of the Brand ambassador was 0.918, the quality of the product was 0.920 and buying interest was 0.959 greater than the alpha coefficient of 0.6. Partially in the t test, Brand Ambassador has an influence on buying interest because t arithmetic is greater than t table, which is 7.748 from the value of the table 1.983. Product quality also has an influence on buying interest because t arithmetic is greater than t table, which is 7.849 from the value of t . As a support, $sig < \alpha$ ie 000 smaller than 0.05 also proves that the independent variable, brand ambassador and product quality, has an influence on the dependent variable, namely buying interest. So the influence of Atta Halilintar's brand ambassador and product quality on buying interest in Semarang is enormous.

Keywords: Brand Ambassador, Product Quality, Purchase Interest

ABSTRAK

PENGARUH *BRAND AMBASSADOR* ATTA HALILINTAR DAN KUALITAS PRODUK KOPI ABC SUSU TERHADAP MINAT BELI KOPI ABC SUSU DI SEMARANG

Permasalahan yang dihadapi oleh Kopi ABC adalah banyaknya kompetitor yang membuat persaingan semakin ketat dan membuat penjualan bisa semakin menurun apabila tidak memiliki daya tarik dan kualitas produk. Tujuan penelitian adalah untuk mengetahui pengaruh brand ambassador dan kualitas produk terhadap minat beli konsumen di Semarang dengan menggunakan teori AIDDA. Metode penelitian adalah penelitian kuantitatif dengan analisis regresi linear berganda. jumlah responden sebanyak 100 orang di Kota Semarang.

Hasil hipotesis penelitian didapatkan, yakni hipotesis pertama yang menyatakan bahwa semakin besar pengaruh brand ambassador maka membuat minat beli bertambah sudah terbukti dapat diterima, dan hipotesis kedua yang menyatakan bahwa semakin besar pengaruh kualitas produk maka membuat minat beli bertambah juga terbukti dapat diterima. Pengujian validitas semua item pertanyaan dari variabel brand ambassador, kualitas produk dan minat beli dinyatakan valid karena seluruh r hitung lebih besar dari r table. Dalam pengujian reliabilitas semua item pertanyaan juga dinyatakan reliabel karena nilai Alpha dari Brand ambassador 0,918, kualitas produk 0,920 dan minat beli 0,959 lebih besar dari koefisien alpha yaitu 0,6. Secara parsial dalam uji t , Brand Ambassador memiliki pengaruh terhadap minat beli karena t hitung lebih besar daripada t tabel, yaitu sebesar 7,748 dari nilai tabel 1,983. Kualitas produk juga memiliki pengaruh terhadap minat beli karena t hitung lebih besar dari t tabel, yaitu sebesar 7,849 dari nilai t . Sebagai penunjang, $\text{sig} < \alpha$ yakni 000 lebih kecil dari 0,05 juga membuktikan bahwa variabel bebas yakni brand ambassador dan kualitas produk memiliki pengaruh terhadap variabel terikat yakni minat beli. Jadi pengaruh brand ambassador Atta Halilintar dan kualitas produk terhadap minat beli di Semarang adalah sangat besar.

Kata Kunci : *Brand Ambassador*, Kualitas Produk, Minat Beli