

## ABSTRAK

Adanya perkembangan peredaran produk data internet untuk masyarakat, berimbas pada pentingnya suatu perusahaan penyedia jasa layanan akses layanan internet untuk memperhatikan strategi pemasaran produk tersebut. Speedy merupakan salah satu brand dari produk akses layanan internet yang beredar di Indonesia. Minat beli dari konsumen sedikit banyak dipengaruhi oleh factor produk, harga, lokasi, promosi penjualan dan kualitas layanan.

Penelitian ini menggunakan lima variabel (X) yaitu Produk ( $X_1$ ), Harga ( $X_2$ ), Lokasi ( $X_3$ ), Promosi Penjualan ( $X_4$ ) dan Kualitas Layanan ( $X_5$ ), serta variabel (Y) yaitu Minat Beli Speedy di Surabaya dengan populasi yaitu semua orang yang pernah menggunakan Speedy dan sedang menggunakan Speedy di Surabaya Timur dan Surabaya Pusat. Pengukuran data yang digunakan adalah dengan Uji Validitas, Uji Reliabilitas, Analisa Regresi Linier Berganda, Koefisiensi Korelasi dan Determinasi Berganda ( $R^2$ ), Uji F (Uji Secara Simultan), dan Uji t (Uji Secara Parsial).

Dari hasil pengolahan data disimpulkan bahwa validitas dan reliabilitas data telah terpenuhi. Dari Analisa Regresi Linier Berganda, didapatkan permodelan yaitu  $Y = 0,818 + 0,121 (X_1) + 0,203 (X_2) + -0,027 (X_3) + 0,288 (X_4) + 0,253 (X_5)$ . Koefisien Korelasi Berganda (R) yang didapatkan yaitu 0,742. Dari Koefisiensi Determinasi Berganda ( $R^2$ ) didapatkan hasil yaitu 55%. Dari Uji F (uji secara simultan) didapatkan hasil yaitu  $F_{hitung} 22,975 > F_{tabel} 2,32$  sehingga dapat dikatakan bahwa variabel Produk ( $X_1$ ), Harga ( $X_2$ ), Lokasi ( $X_3$ ), Promosi Penjualan ( $X_4$ ), dan Kualitas Layanan ( $X_5$ ) secara simultan berpengaruh signifikan terhadap Minat Beli Speedy di Surabaya. Dari hasil Uji t (uji secara parsial) didapatkan hasil yaitu variabel Produk ( $X_1$ ) dengan t hitung sebesar  $1,294 < t \text{ tabel } 2,000$ , Harga ( $X_2$ ) dengan t hitung sebesar  $2,301 > t \text{ tabel } 2,000$ , Lokasi ( $X_3$ ) dengan t hitung sebesar  $-0,301 < t \text{ tabel } 2,000$ , Promosi Penjualan ( $X_4$ ) dengan t hitung sebesar  $3,712 > t \text{ tabel } 2,000$ , Kualitas Layanan ( $X_5$ ) dengan t hitung sebesar  $2,961 > t \text{ tabel } 2,000$ . Dari kelima hasil tersebut dapat disimpulkan bahwa variabel Harga, Promosi Penjualan dan Kualitas Layanan berpengaruh parsial terhadap Minat Beli Speedy di Surabaya, sedangkan variabel Produk, dan Lokasi tidak berpengaruh parsial terhadap Minat Beli Speedy di Surabaya. Variabel yang berpengaruh dominan terhadap Minat Beli Speedy di Surabaya adalah Promosi Penjualan dengan nilai beta terbesar yaitu 0,288

**Kata kunci : Produk, Harga, Lokasi, Promosi Penjualan, Kualitas Layanan, Minat Beli**

## ABSTRACT

The existence of the development of internet data distribution to the public has an effect on the importance of an internet access service provider company for paying attention to the product marketing strategy. Speedy is one brand of internet access service products available in Indonesia. Buying interest of customers a little bit is influenced by factors of product, price, location, sales promotion and service quality.

This research uses five variables (X), namely Product ( $X_1$ ), Price ( $X_2$ ), Location ( $X_3$ ), Sales Promotion ( $X_4$ ), and Service Quality ( $X_5$ ), and variable (Y) that is Speedy Buying Interest in Surabaya with a population that is all the people who have used Speedy and are using it in East Surabaya and Central Surabaya. The measurement of data used is with Validity Test, Reliability Test, Multiple Linear Regression Analysis, Correlation Coefficient and Multiple Determination, F Test (Test Simultaneously), and t Test (Test Partially).

From the result of the research of the research, it is concluded that the validity and reliability of data has been fulfilled. From Multiple Linear Regression Analysis, it is obtained a modeling; that is  $Y = 0,818 + 0,121 (X_1) + 0,203 (X_2) + -0,027 (X_3) + 0,288 (X_4) + 0,253 (X_5)$ . Multiple Correlation Coefficient (R) obtained is 0,742. From the Coefficient of Multiple Determination ( $R^2$ ), the result is 55%. From F Test (Test Simultaneously), the result  $F_{count} 22,975 > 2,32 F_{table}$ . Thus, it can be said that the variables of Product ( $X_1$ ), Price ( $X_2$ ), Location ( $X_3$ ), Sales Promotion ( $X_4$ ), and Service Quality ( $X_5$ ) simultaneously have a significant effect on Speedy Buying Interest in Surabaya. From the result of t Test (Test Partially), it is obtained result; that are variable of Product ( $X_1$ ) with  $t_{count} 1,294 < t_{table} 2,00$ ., Price ( $X_2$ ) with  $t_{count} 2,301 > t_{table} 2,00$ . Location ( $X_3$ ) with  $t_{count} -0,301 < t_{table} 2,00$ . Promotion Sales ( $X_4$ ) with  $t_{count} 3,712 > t_{table} 2,00$ . Service Quality ( $X_5$ ) with  $t_{count} 2,961 > t_{table} 2,00$ . Based on the five result, it can be concluded on Speedy Buying Interest in Surabaya, while the variables of Product and Location do not have a partial effect on Speedy Buying Interest in Surabaya. The variable which has a dominant effect in Speedy Buying Interest in Surabaya is Sales Promotion with the largest beta value that is 0,288.

**Keywords: Product, Price, Location, Sales Promotion, Service Quality, Buying Interest.**