

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh inovasi produk, promosi, dan harga terhadap minat pembelian kopi Starwine di Kota Medan. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 100 responden yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji validitas, uji reliabilitas, analisis deskriptif, uji asumsi klasik, analisis regresi linier berganda, uji t, dan uji F. Hasil penelitian menunjukkan bahwa inovasi produk berpengaruh positif dan signifikan terhadap minat pembelian, yang berarti variasi rasa, kemasan menarik, dan pembaruan produk mampu meningkatkan ketertarikan konsumen. Promosi juga berpengaruh positif dan signifikan, di mana media sosial dan kampanye digital terbukti meningkatkan kesadaran dan minat beli konsumen. Variabel harga berpengaruh positif dan signifikan terhadap minat pembelian, menunjukkan bahwa kesesuaian harga dengan kualitas produk dapat meningkatkan kepercayaan dan keputusan konsumen. Secara simultan, inovasi produk, promosi, dan harga berpengaruh signifikan terhadap minat pembelian, dengan nilai Adjusted R² sebesar 0,815 atau sebesar 81,5%, sedangkan sisanya 18,5% dipengaruhi oleh variabel lain di luar penelitian. Hasil penelitian ini memberikan implikasi bahwa kombinasi inovasi produk yang menarik, strategi promosi yang efektif, dan penetapan harga yang sesuai merupakan faktor penting dalam meningkatkan minat beli konsumen terhadap produk kopi Starwine.

Kata Kunci: Inovasi Produk, Promosi, Harga, Minat Pembelian, Kopi Starwine.

ABSTRACT

This study aims to analyze the effect of product innovation, promotion, and price on purchase intention of Starwine coffee in Medan City. This research employs a quantitative approach with a total sample of 100 respondents selected through purposive sampling. Data were collected using questionnaires and analyzed through validity and reliability testing, descriptive analysis, classical assumption tests, multiple linear regression, t-test, and F-test. The results show that product innovation has a positive and significant effect on purchase intention, indicating that product variations, attractive packaging, and product updates can increase consumer interest. Promotion also has a positive and significant effect, where digital promotions through social media successfully raise brand awareness and increase consumer purchase intention. Price has a positive and significant effect on purchase intention, meaning that price suitability with product quality enhances consumer trust and purchasing decisions. Simultaneously, product innovation, promotion, and price have a significant influence on purchase intention with an Adjusted R^2 value of 0.815, which means that 81.5% of the variation in purchase intention can be explained by the variables studied, while the remaining 18.5% is influenced by other variables outside this research. This study implies that the combination of attractive product innovation, effective promotional strategies, and suitable pricing plays an important role in increasing consumer purchase intention toward Starwine coffee products.

Keywords: Product Innovation, Promotion, Price, Purchase Intention, Starwine Coffee.