

**ANALISIS PENGARUH CITRA MEREK DAN SALES PROMOTION  
TERHADAP MINAT BELI PRODUK OPPO FIND X3 PRO DI  
SURABAYA**

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**ABSTRAK**

**Abstrak,** Penelitian ini bertujuan menilai dan menganalisis pengaruh citra merek dan *Sales promotion* terhadap minat beli Oppo Find X3 Pro di Surabaya. Data penelitian merupakan data primer dari kuesioner yang dibagikan kepada responden. Metode sampling yang digunakan adalah purposive sampling dengan alasan kemudahan pengambilan data. Dengan menggunakan rumus slovin, jumlah sampel ditentukan minimal 100 responden, yang berasal dari masyarakat Surabaya. Metode analisis yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa variabel citra merek secara parsial tidak berpengaruh secara parsial berpengaruh signifikan terhadap minat beli. Sedangkan variabel *sales promotion* secara parsial berpengaruh signifikan terhadap minat beli. Secara simultan, dua variabel bebas yaitu citra merek dan *sales promotion* berpengaruh signifikan terhadap minat beli.

**Kata Kunci:** citra merek, *sales promotion* dan minat beli

**ANALYSIS OF THE INFLUENCE OF BRAND IMAGE AND SALES  
PROMOTION ON BUYING INTEREST IN OPPO FIND X3 PRO IN  
SURABAYA**

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**ABSTRAK**

***Abstract,** This study aims to assess and analyze the effect of brand image and sales promotion on buying interest in Oppo Find X3 Pro in Surabaya. Research data is primary data from questionnaires distributed to respondents. The sampling method used is purposive sampling for reasons of ease of data collection. By using the slovin formula, the number of samples is determined to be at least 100 respondents, who come from the people of Surabaya. The analytical method used is multiple linear regression. The results showed that the brand image variable partially had no significant effect on buying interest. While the sales promotion variable partially has a significant effect on buying interest. Simultaneously, two independent variables, namely brand image and sales promotion have a significant effect on buying interest.*

***Keywords:** Brand image, sales promotion, buying interest*