

ABSTRACT

ANALYSIS OF DEMAND DETERMINATION OF FASHION ITEM THROUGH MARKETPLACE OFFICIAL STORE

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This study aims to determine (1) Siliwangi University students' responses to the influence of promotions, consumer ratings and prices on demand for fashion item through the official store marketplace. (2) The influence of promotions, consumer ratings and prices together on the demand for fashion item through the official store marketplace. (3) Direct influence between promotions, consumer ratings and prices. The method used in this research is a quantitative descriptive research method with path analysis techniques. Based on the results of research and data processing shows that (1) The responses of Siliwangi University students agree to the variables of promotion, consumer ratings and prices, (2) partially have a positive and significant effect on the demand for fashion item through the marketplace official store (3) jointly promotion, consumer ratings and prices have a positive and significant effect on demand fashion item through the official store marketplace (4) There is a direct influence between promotions, consumer ratings and prices.

Keywords: Promotion, Consumer Rating, Price, Demand.

ABSTRAK

ANALISIS DETERMINASI PERMINTAAN BARANG *FASHION* MELALUI *MARKETPLACE OFFICIAL STORE*

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Penelitian ini bertujuan untuk mengetahui (1) Tanggapan mahasiswa Universitas Siliwangi terhadap pengaruh promosi, penilaian konsumen dan harga terhadap permintaan barang fashion melalui marketplace official store. (2) Pengaruh promosi, penilaian konsumen dan harga secara parsial terhadap permintaan barang fashion melalui marketplace official store, (3) Pengaruh promosi, penilaian konsumen dan harga secara bersama-sama terhadap permintaan barang fashion melalui marketplace official store. (4) Pengaruh langsung antara promosi, penilaian konsumen dan harga. Metode yang digunakan dalam penelitian ini adalah metode penelitian deskriptif kuantitatif dengan teknik analisis jalur. Berdasarkan hasil penelitian dan pengolahan data menunjukkan bahwa (1) Tanggapan Mahasiswa Universitas Siliwangi setuju terhadap variabel promosi, penilaian konsumen dan harga, (2) secara parsial berpengaruh positif dan signifikan terhadap permintaan barang fashion melalui marketplace official store (3) secara Bersama-sama promosi, penilaian konsumen dan harga berpengaruh positif dan signifikan terhadap permintaan barang fashion melalui marketplace official store (4) Terdapat pengaruh langsung antara promosi, penilaian konsumen dan harga.

Kata Kunci: Promosi, Penilaian Konsumen, Harga, Permintaan Barang.