

ABSTRAK

NISBAH. B, 105720482914, 2018. Pengaruh *Brand Image Giant* terhadap minat beli konsumen pada Super Swalayan *Giant* Cabang Alauddin Makassar, Skripsi Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh Pembimbing I H.Abd.Rahman Rahim dan Pembimbing II Ismail Rasulong.

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Image Giant* terhadap minat beli konsumen pada Super Swalayan *Giant* Cabang Alauddin Makassar. Metode yang digunakan dalam penelitian ini adalah metode regresi sederhana untuk melihat seberapa besar pengaruh *Brand Image Giant* terhadap minat beli konsumen pada Super Swalayan *Giant* Cabang Alauddin Makassar. Berdasarkan hasil analisis regresi sederhana yang telah dilakukan pada penelitian ini, dilihat dari hasil uji t di temukan bahwa $t_{hitung} 2,692 > t_{tabel} 1,989$ maka H_0 ditolak dan H_a diterima, dapat disimpulkan bahwa *Brand Image Giant* berpengaruh positif terhadap minat beli konsumen pada Super Swalayan *Giant* Cabang Alauddin Makassar.

Kata Kunci : *Brand Image*, Minat Beli

ABSTRACT

NISBAH. B, 105720482914, 2018. The influence of Brand Image Giant on consumer buying interest in Super Swalayan Giant Branch Alauddin Makassar, Thesis Management Studies Program Faculty of Economics and Business University of Muhammadiyah Makassar. Supervised by Supervisor I H.Abd.Rahman Rahim and Advisor II Ismail Rasulong.

This study aims to determine the effect of Brand Image Giant on consumer buying interest in Super Swalayan Giant Branch Alauddin Makassar. The method used in this study is a simple regression method to see how big the influence of Brand Image Giant on consumer buying interest in Super Swalayan Giant Branch Alauddin Makassar. Based on the results of simple regression analysis that has been done in this study, seen from t test results found that t_{count} 2.692 > t_{table} 1.989 then H_0 rejected and H_a accepted, it can be concluded that Brand Image Giant positively influence consumer buying interest in Super Swalayan Giant Branch Alauddin Makassar.

Keywords: Brand Image, Buy Interest