

## ABSTRAK

VIOLIN DHIA HARANTI. NIM 2019110071. Pengaruh Kualitas Produk dan Harga Terhadap Minat Beli Konsumen Pada Weekend Mates Cafe Jakarta. Dibawah bimbingan Miswan, SE, MSi.

Latar belakang penelitian ini berdasarkan hasil pengamatan. Peneliti melihat adanya target penjualan kurang tercapai, banyak pesaing di Jl. Nipah dan harga tidak sesuai dengan Weekend Mates Cafe. Penelitian ini bertujuan: (1) untuk mengetahui pendapat konsumen tentang kualitas produk, (2) untuk mengetahui pendapat konsumen tentang harga, (3) untuk mengetahui pendapat konsumen tentang minat beli dan (4) untuk mengetahui pengaruh kualitas produk dan harga terhadap minat beli konsumen pada Weekend Mates Café Jakarta. Kualitas Produk dan Harga merupakan variabel bebas dan Minat Beli merupakan variabel terikat.

Penelitian ini menggunakan metode deskriptif kuantitatif, analisis regresi linear berganda, dan analisis regresi linear sederhana dengan sample yang diambil sebanyak 100 responden dengan menggunakan teknik *Simple Random Sampling*. Hasil statistik terkait kualitas produk, harga dan minat beli menggunakan regresi linier berganda, dengan uji F, diolah menggunakan program SPSS v.22.0 for Windows dengan hasil positif artinya kualitas produk dan harga berpengaruh terhadap minat beli secara simultan. Hasil analisis regresi linear sederhana dengan uji T, diolah menggunakan program SPSS v.22.0 for Windows dengan hasil sig <0.05 yaitu yang artinya kualitas produk berpengaruh terhadap minat beli dan harga berpengaruh terhadap minat beli.

Hasil dari penelitian ini sebagai berikut: (1) penilaian konsumen tentang kualitas produk Weekend Mates Cafe masuk dalam kategori baik. (2) penilaian konsumen tentang harga Weekend Mates Cafe masuk dalam kategori sesuai. (3) penilaian konsumen tentang minat beli Weekend Mates Cafe masuk dalam kategori tinggi. (4) pengaruh kualitas produk dan harga terhadap minat beli menunjukkan signifikan.

Keywords: Produk, Harga, dan Minat Beli Konsumen

**ABSTRACT**

**VIOLIN DHIA HARANTI. NIM 2019110071. *The Influence of Product Quality and Price on Consumer Purchase Interest at Weekend Mates Cafe Jakarta. Under the guidance of Miswan, SE, MSi.***

The background of this research is based on the results of observations. Researchers see that the sales target has not been achieved, there are many competitors on Jl. Nipah and prices are not up to par with Weekend Mates Cafe. This study aims: (1) to find out consumers' opinions about product quality, (2) to find out consumers' opinions about prices, (3) to find out consumers' opinions about buying intentions and (4) to find out the effect of product quality and price on consumers' buying intentions at Weekend Mates Café Jakarta. Product Quality and Price are independent variables and Purchase Intention is the dependent variable.

This study uses descriptive quantitative methods, multiple linear regression analysis, and simple linear regression analysis with a sample taken of 100 respondents using the Simple Random Sampling technique. Statistical results related to product quality, price and purchase intention using multiple linear regression, with the F test, were processed using the SPSS v.22.0 for Windows program with positive results meaning that product quality and price affect purchase intention simultaneously. The results of simple linear regression analysis using the T test were processed using the SPSS v.22.0 for Windows program with sig <0.05, which means that product quality has an effect on purchase intention and price has an effect on purchase intention.

The results of this study are as follows: (1) the consumer's assessment of the quality of Weekend Mates Cafe products is in the good category. (2) the consumer's assessment of Weekend Mates Cafe prices is in the appropriate category. (3) the consumer's assessment of interest in buying Weekend Mates Cafe is in the high category. (4) the effect of product quality and price on purchase intention is significant.

*Keywords: Product, Price, and Purchase Intention*