

ABSTRAK

ANITA FEBRIANI. NIM 2018116269. Pengaruh Kualitas Pelayanan Terhadap Minat Beli Konsumen (Studi Kasus Pada Hobbit Hill Eco Village & Resto Cileungsi Bogor). Dibawah bimbingan Bapak Kasman, SE, MM.

Awal Tahun 2022 saat pandemi covid 19 sudah mulai memperlihatkan penurunan maka perusahaan-perusahaan yang bergerak dalam bisnis kuliner berusaha bangkit kembali untuk dapat meningkatkan penjualan mereka. Tentu saja diperlukan kerja keras untuk dapat kembali ke posisi sebagaimana posisi seperti sebelum masa covid 19, hal yang cukup penting adalah meningkatkan kualitas pelayanan agar dapat meningkatkan kepuasan konsumen. Kualitas pelayanan selama masa pandemi covid 19 mengalami penurunan karena penurunan aktifitas perusahaan-perusahaan kuliner.

Salah satu bisnis kuliner yang berusaha bangkit kembali setelah masa pandemi covid 19 adalah Hobbit Hill Eco Village & Resto. Perusahaan ini terus menerus menciptakan pengalaman pelanggan yang baru.

Penelitian ini bertujuan untuk menghasilkan deskripsi tentang kualitas pelayanan Hobbit Hill Eco Village & Resto, deskripsi tentang minat beli konsumen serta hasil uji pengaruh kualitas pelayanan terhadap minat beli konsumen.

Metode yang digunakan adalah metode deskriptif kuantitatif. Metode deskriptif untuk mendeskripsikan hasil kuesioner kualitas pelayanan dan minat beli konsumen. Metode kuantitatif menggunakan alat analisis regresi linear dan uji t.

Hasil penelitian : Kualitas pelayanan Hobbit Hill Eco Village & Resto mendapat tanggapan responden dengan nilai rata-rata 3,86 (kriteria baik); Minat beli konsumen mendapat tanggapan responden dengan nilai rata-rata 3,66 (kriteria baik); persamaan regresi diperoleh : $Y = 3,596 + 0,16 (X) + e$ dan hasil uji t menunjukkan Kualitas Pelayanan Hobbit Hill Village & Resto berpengaruh secara signifikan terhadap minat beli konsumen.

Kata kunci: Kualitas Pelayanan, Minat Beli, Konsumen

ABSTRACT

ANITA FEBRIANI. NIM 2018116269. The Effect of Service Quality on Consumer Purchase Interest (Case Study on Hobbit Hill Eco Village & Resto Cileungsi Bogor). Under the guidance of Mr. Kasman, SE, MM.

Beginning in 2022 when the covid 19 pandemic has started to show a decline, companies engaged in the culinary business are trying to get back up to be able to increase their sales. Of course it takes hard work to be able to return to the position as it was before the Covid 19 period, what is quite important is to improve the quality of service in order to increase consumer satisfaction. The quality of service during the Covid 19 pandemic has decreased due to a decrease in the activities of culinary companies.

One of the culinary businesses trying to revive after the Covid 19 pandemic is Hobbit Hill Eco Village & Resto. The company is constantly creating new customer experiences.

This study aims to produce a description of the service quality of Hobbit Hill Eco Village & Resto, a description of consumer buying interest and the results of testing the effect of service quality on consumer buying interest.

The method used is a quantitative descriptive method. Descriptive method to describe the results of the service quality questionnaire and consumer buying interest. Quantitative method using linear regression analysis and t test.

The results of the study: Hobbit Hill Eco Village & Resto service quality received responses from respondents with an average value of 3.86 (good criterion); Consumers' buying intentions got respondents' responses with an average value of 3.66 (good criterion); The regression equation is obtained: $Y = 3.596 + 0.16 (X) + e$ and the results of the t test show that the quality of service at Hobbit Hill Village & Resto has a significant effect on consumer buying interest.

Keywords: Service Quality, Purchase Intention, Consumers