

ABSTRAK

DEDDY JUNAEDI ABDILLAH. NIM 2018116262. Pengaruh Kualitas Produk dan Harga Terhadap Minat Beli Konsumen Marketplace Lazada. Di bawah bimbingan Bapak Kasman, SE, MM. Bisnis e-commerce sangat berkembang pesat di Indonesia, penelitian ini menguji tentang pengaruh kualitas produk dan harga secara parsial dan simultan terhadap minat beli ulang konsumen marketplace Lazada. Metode penelitian yang digunakan dalam penelitian ini adalah metode deskriptif kuantitatif. Hasil Uji t menunjukkan bahwasanya secara parsial : (a) Kualitas produk tidak berpengaruh positif dan signifikan terhadap minat beli konsumen dengan hasil Sig 0, > alpha 0,05 maka H02 diterima dan Ha2 ditolak. Artinya, variabel kualitas produk (X1) secara parsial tidak berpengaruh positif dan signifikan terhadap variabel minat beli konsumen di marketplace Lazada. Hasil penelitian menunjukkan bahwa deskripsi variabel kualitas produk (X1) menghasilkan perolehan jumlah skor tertinggi dan skor terendah masing-masing. Deskripsi variabel harga (X2) menghasilkan perolehan skor nilai tertinggi dan skor nilai terendah masing-masing. Deskripsi variabel Minat Beli Konsumen (Y) menghasilkan perolehan skor nilai tertinggi dan skor nilai terendah masing-masing. Hasil uji F menunjukkan bahwasanya kualitas produk, harga secara simultan tidak berpengaruh positif dan signifikan terhadap minat beli konsumen. Hasil Uji t menunjukkan bahwasanya secara parsial : (a) Kualitas produk tidak berpengaruh positif dan signifikan terhadap minat beli konsumen.

Kata kunci: Kualitas Produk, Lazada, Minat Beli.

ABSTRACT

DEDDY JUNAEDI ABDILLAH. NIM 2018116262. The Influence of Product Quality and Price on Consumer Purchase Interest in the Lazada Marketplace. Under the guidance of Mr. Kasman, SE, MM. The e-commerce business is growing rapidly in Indonesia, this study examines the effect of product quality and price partially and simultaneously on consumer repurchase interest in the Lazada marketplace. The research method used in this research is a quantitative descriptive method. The results of the t test show that partially: (a) Product quality has no positive and significant effect on consumer buying interest with the results Sig 0, > alpha 0.05, then H02 is accepted and Ha2 is rejected. This means that the product quality variable (X1) partially has no positive and significant effect on the variable of consumer buying interest in the Lazada marketplace.

The results showed that the description of the product quality variable (X1) resulted in the acquisition of the highest total score and the lowest score respectively. The description of the price variable (X2) produces the highest score and the lowest score respectively. The description of the Consumer Purchase Interest (Y) variable produces the highest score and the lowest score respectively. The results of the F test show that product quality and price simultaneously have no positive and significant effect on consumer buying interest. The results of the t test show that partially: (a)

Product quality has no positive and significant effect on consumer buying interest.
Keywords: Product Quality, Lazada, Purchase Inte