

ABSTRAK

MOHAMAD RINALDY ADHA. NIM 2021117004. Pengaruh Harga dan Kualitas Pelayanan terhadap Minat Beli Konsumen di Kopi Nako Kecamatan Ciracas, Jakarta Timur. Dibawah bimbingan Ibu Kania Ratnasari, ST, MIB.

Penelitian ini dilakukan dengan tujuan untuk menguji Pengaruh Harga dan Kualitas Pelayanan terhadap Minat Beli Konsumen di Kopi Nako Kecamatan Ciracas, Jakarta Timur. Populasi dari penelitian ini adalah konsumen Kopi Nako Ciracas, Jakarta Timur yang berada dilokasi pada saat survey data. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* yaitu sampling ini mengambil jumlah sampel dengan melakukan pertimbangan tertentu secara sengaja dan telah ditentukan oleh peneliti dengan rumus slovin yaitu 100 konsumen kopi nako Ciracas, Jakarta Timur. Data dikumpulkan dengan menggunakan metode survey dengan instrumen kuesioner *hard copy* dan *google form*. Metode analisis data yang digunakan yaitu analisis regresi berganda. Pengujian secara statistik dilakukan dengan dua cara yaitu pengujian secara parsial (uji t) dan secara simultan (uji F). Hasil penelitian menunjukkan bahwa: Harga secara parsial berpengaruh terhadap Minat Beli, Kualitas Pelayanan secara parsial berpengaruh terhadap Minat Beli, secara simultan seluruh variabel independent Harga dan Kualitas Pelayanan berpengaruh terhadap Minat Beli konsumen di Kopi Nako Kecamatan Ciracas, Jakarta Timur.

Kata Kunci : Harga, Kualitas Pelayanan, Minat Beli.

ABSTRACT

Mohamad Rinaldy Adha. NIM 2021117004. The Effect of Price and Service Quality on Consumer Purchase Interest in Kopi Nako, Ciracas District, East Jakarta. Under the guidance of Mrs. Kania Ratnasari, ST, MIB.

This research was conducted with the aim of examining The Effect of Price and Service Quality on Consumer Purchase Interest at Kopi Nako, Ciracas District, East Jakarta. The population of this study were East Jakarta Nako Ciracas Coffee Consumers who were at the location at the time of the data survey. The sampling technique used was purposive sampling, namely this sampling took the number of samples by making certain considerations deliberately and had been determined by the researcher with the slovin formula, namely 100 Ciracas coffee consumers, East Jakarta. Data was collected using a survey method with questionnaires hard copy and google forms as instruments. The data analysis method used is multiple regression analysis. Statistical testing is done in two ways, namely partial testing (t test) and simultaneously (F test). The results of the study show that: Price partially has a positive and significant effect on Purchase Intention, Service Quality partially has a positive and significant effect on Purchase Intention, simultaneously all the independent variables of price and service quality have a significant and significant effect on consumer buying interest in Nako Coffee, Ciracas District, East Jakarta.

Keywords: Price, Service Quality, Purchase Intention