

## ABSTRAK

Mie Gacoan yang berlokasi di daerah tebet Jakarta Selatan mempunyai banyak varian menu makanan dan di sukai dari semua kalangan. Konsumen akan memilih makanan dari segi kualitas produk dan harga. Tingkat kunjungan yang cukup ramai menandakan bahwa terdapat minat beli yang tinggi dari pelanggan. Ada beberapa faktor yang mempengaruhi minat beli konsumen diantaranya makanan yang disajikan rasanya masih berubah-ubah dan tekstur makanan yang disajikan masih sedikit keras. Tujuan dari penelitian ini adalah untuk menganalisis karakteristik konsumen, untuk menganalisis pengaruh kualitas produk, menganalisis pengaruh harga, untuk menganalisis minat beli dan pengaruh kualitas produk dan harga terhadap minat beli di Restoran Mie Gacoan Tebet. Penelitian ini dilakukan kepada seluruh konsumen Restoran Mie Gacoan Tebet yang berjumlah 100 orang. Analisis yang digunakan adalah deskriptif kuantitatif, regresi linear berganda, uji t, uji f dan koefisien determinasi. Diolah menggunakan SPSS 23. Hasil penelitian dengan analisis deskriptif kuantitatif terhadap kualitas produk masuk kedalam kategori yang sangat baik, nilai terhadap harga masuk kedalam kategori yang sangat murah dan nilai terhadap minat beli masuk kedalam kategori yang sangat minat. Hasil Persamaan regresi linear berganda kualitas produk dan harga sangat berpengaruh terhadap minat beli di Restoran Mie Gacoan Tebet. Berdasarkan hasil analisis deskriptif kuantitatif, kualitas produk dan harga di Restoran Mie Gacoan Tebet masuk kedalam kategori sangat setuju lalu minat beli dinilai sangat setuju oleh konsumen Restoran Mie Gacoan Tebet. Hasil penelitian menunjukkan bahwa kualitas produk dan harga berpengaruh terhadap minat beli di Restoran Mie Gacoan Tebet.

Kata kunci : Kualitas Produk, Harga, Minat Beli, Restoran Mie Gacoan Tebet

## ABSTRACT

Mie Gacoan, which is located in the Tebet area, South Jakarta, has many food menu variants and is liked by all groups. Consumers will choose food in terms of product quality and price. A fairly high level of visits indicates that there is high buying interest from customers. There are several factors that influence consumer buying interest, including the taste of the food served is still changing and the texture of the food served is still a little hard. The purpose of this research is to analyze consumer characteristics, to analyze the influence of product quality, analyze the influence of price, to analyze buying interest and the influence of product quality and price on buying interest at the Tebet Mie Gacoan Restaurant. This research was conducted on all 100 consumers of the Mie Gacoan Tebet Restaurant. The analysis used is quantitative descriptive, multiple linear regression, t test, f test and coefficient of determination. Processed using SPSS 23. The results of research using quantitative descriptive analysis of product quality are in the very good category, the price value is in the very cheap category and the value of purchase interest is in the very interested category. Results of the multiple linear regression equation: product quality and price greatly influence purchasing interest at the Tebet Gacoan Noodle Restaurant. Based on the results of quantitative descriptive analysis, product quality and prices at the Tebet Gacoan Noodle Restaurant fall into the strongly agree category and consumer interest in buying is rated as strongly agree. The research results show that product quality and price influence purchasing interest at the Tebet Mie Gacoan Restaurant.

Keywords: Product Quality, Price, Purchase Interest, Tebet Gacoan Noodle Restaurant