

**PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP MINAT
BELI KONSUMEN
(Studi pada Blackmaroon Betta Farm)**

ABSTRAKSI

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan harga terhadap minat beli konsumen di Blackmaroon betta farm. Penelitian ini adalah metode kuantitatif menggunakan model regresi linier berganda. Berdasarkan hasil penelitian dan pembahasan, Kualitas Produk (X1) diperoleh hasil nilai t hitung > t tabel yaitu sebesar $4,376 > 1,98397$ dan tingkat signifikan t lebih kecil dari 0,05 (sig. t = $0,000 < 0,05$) maka H1 diterima, artinya Kualitas Produk berpengaruh positif dan signifikan terhadap Minat Beli konsumen pada Blackmaroon betta farm untuk Harga (X2) yang memiliki nilai thitung > ttabel yaitu sebesar $3,698 > 1,98397$ dan tingkat signifikan t lebih kecil dari 0,05 (sig. t = $0,000 < 0,05$) sehingga H2 diterima, artinya Harga berpengaruh positif dan signifikan terhadap Minat Beli konsumen pada Blackmaroon betta farm. Selanjutnya hasil koefisien determinasi bahwa R² sebesar 52,1% variable bebas (Kualitas produk dan Harga) menjelaskan variabel terikat (Minat beli konsumen) dan 47,9% dipengaruhi oleh variabel lainnya.

Kata kunci: kualitas produk, harga, minat beli konsumen.

EFFECT OF PRODUCT QUALITY AND PRICE ON CUSTOMER BUYING INTEREST

(Study at Blackmaroon Betta Farm)

ABSTRACTION

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This study aims to determine the effect of product quality and price on consumer buying interest at Blackmaroon Betta Farm. This research is a quantitative method using multiple linear regression models. Based on the results of research and discussion, Product Quality (X1) obtained the results of the value $t_{count} > t_{table}$ which is equal to $4.376 > 1.98397$ and the significant level t is less than 0.05 (sig. $T = 0.000 < 0.05$) then H1 is accepted. , it means that product quality has a positive and significant effect on consumer buying interest at Blackmaroon betta farm for price (X2) which has a value of $t_{count} > t_{table}$, which is $3,698 > 1.98397$ and a significant level of t is less than 0.05 (sig. $t = 0,000 < 0.05$) so that H2 is accepted, meaning that price has a positive and significant effect on consumer purchase interest at Blackmaroon betta farm. Furthermore, the results of the coefficient of determination that R^2 is 52.1% of the independent variables (product quality and price) explains the dependent variable (consumer buying interest) and 47.9% is influenced by other variables.

Key words: product quality, price, consumer buying interest.