

**PENGARUH KUALITAS PRODUK TERHADAP MINAT BELI PRODUK  
*PRIVATE LABEL* “INDOMARET”**  
(Studi pada konsumen di Indomaret Cabang Ngrandu)

**ABSTRAK**

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk terhadap minat beli konsumen pada produk *private label* “Indomaret” di Indomaret cabang Ngrandu, Jombang. Penelitian ini berjenis kuantitatif. Populasi penelitian ini sebanyak 100 responden dengan teknik pengambilan sampel menggunakan metode *accidental sampling*. Teknik analisa data menggunakan analisa regresi sederhana, uji t, dan uji koefisien determinasi. Hasil penelitian menunjukkan bahwa kualitas produk memiliki pengaruh positif terhadap minat beli konsumen pada produk *private label* “Indomaret”.

**Kata kunci:** Kualitas Produk, Minat Beli, Produk *Private Label*

***THE INFLUENCE OF PRODUCT QUALITY ON PURCHASE INTENTION  
“INDOMARET” PRIVATE LABEL PRODUCT***

***ABSTRACT***

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*This study aims to determine the effect of product quality towards consumer buying interest in Indomaret's private label product in Ngrandu, Jombang. This research is of quantitative type. The population of this study is Indomaret consumers in Ngrandu, Jombang and the samples taken were 100 people with the sampling technique using the accidental sampling method. Data analysis techniques used simple linear regression analysis, T-Test, and determination test. The results showed that there was a positive influence on the product quality towards consumer buying interest in Indomaret's private label product in Ngrandu, Jombang.*

**Keywords:** *Product Quality, Purchase Intention, Product Private Label*