

ABSTRAK

Tujuan penelitian ini adalah menganalisis pengaruh kualitas produk, harga dan citra merek terhadap minat beli konsumen. Teori yang di gunakan pada penelitian ini adalah teori kualitas produk, harga, dan citra merk dan minat beli konsumen. Jenis penelitian ini deskriptif kuantitatif dengan desain penelitian eksplanatori. Populasi dalam penelitian ini adalah seluruh konsumen Roti Ceria Jember. Sempel yang di gunakan sebanyak 80 responden, menggunakan teknik *non probability sampling* dengan pendekatan *purposive sampling*. Alat analisis menggunakan regresi linier berganda dengan softwere SPSS versi 22.0. hasil uji t menunjukkan siknifikansi kualitas produk, harga dan citra merk lebih kecil dari 0,5, sehingga secara parsial berpengaruh signifikan terhadap minat beli konsumen. Hasil uji F menunjukkan nilai siknifikansi lebih kecil dari 0,05, sehingga secara simultan kualitas produk, harga, dan citra merek berpengaruh siknifikan terhadap minat beli konsumen. Analisis regresi menunjukkan bahwa kualitas produk, harga dan citra merek berpengaruh positif terhadap minat beli konsumen. Uji koefiesien determinasi menunjukkan bahwa 30,4%, Minat Beli Konsumen Di Roti Ceria Jember di pengarui oleh kualitas produk, harga dan citra merek. Sedangkan sisanya 69,6% di pengaruhi fariabel lain di luar model atau persamaan.

Kata Kunci: Kualitas Produk, Harga dan Citra Merek dan Minat Beli Konsumen.

ABSTRACT

The purpose of this research is to analyze the influence of quality of the product, price and image of the brand to the consumer purchase interest. The theory used in this research is the theory of quality of the product, price and image of the brand and consumer purchase interest. This type of research is descriptive quantitative and research design is explanatory. The population in this research is roti ceria jember consumers. The samples used were 80 respondents, using the technique of non-probability sampling with purposive sampling approach. The analysis tool using multiple linear regression with SPSS software version 22.0 t-test result showed significant value of quality of the product, price and image of the brand is smaller than 0,05, so that partially have a significant influence to consumer purchase interest. F test results showed the significantvalue less than 0,05, so that simultaneous quality of the product, price and image of the brand has significant influence to the consumer purchase interest. Regression analysis showed that the quality of the product, price and image of the brand have a positive influence to the consumer purchase interest. Coefficient determination test shows that 30,4% of consumer purchase interest at roti ceria jember. Influenced by the quality of the product, price and image of the brand. While the remaining 69,9% is influenced by other variables outside the model or equation.

Key words : quality of the product, price and image of the brand and consumer purchase interest.