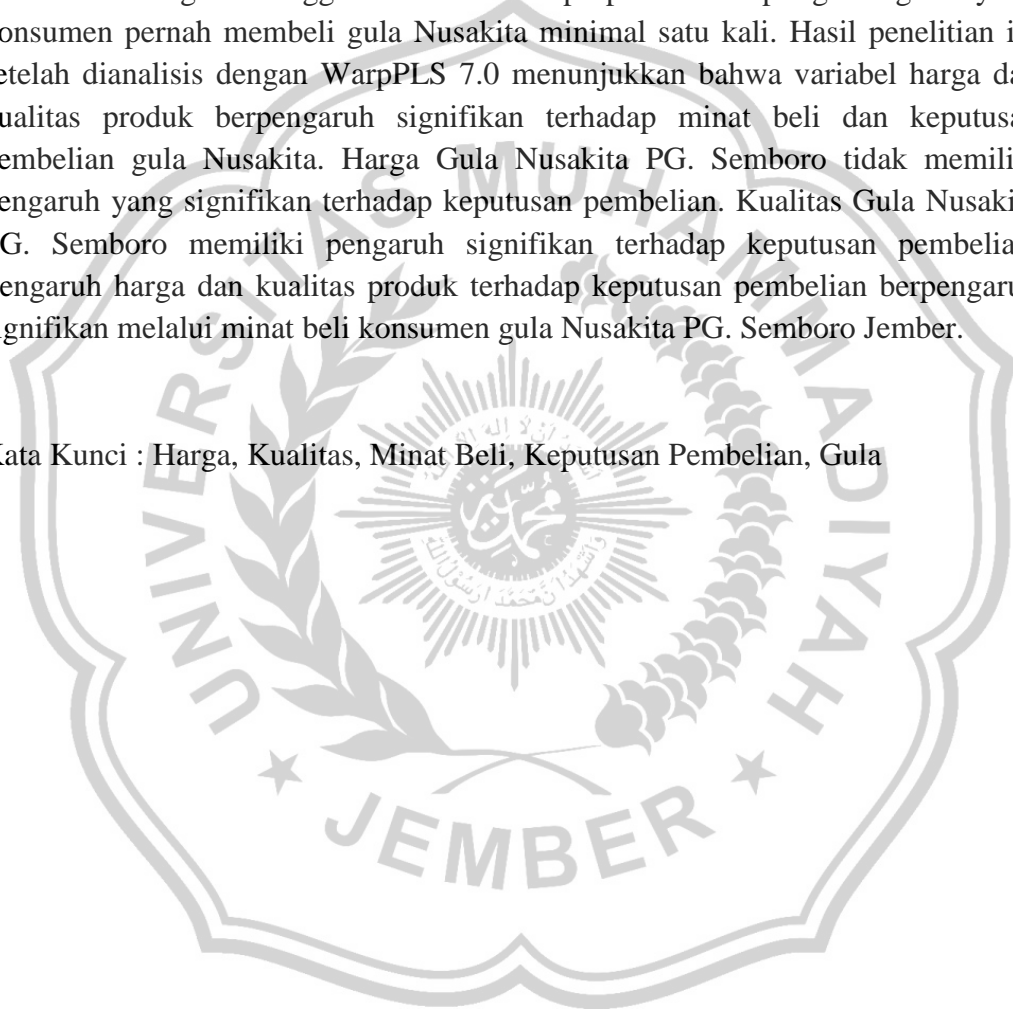


## ABSTRAK

Saat ini permintaan gula di pasar semakin meningkat, sedangkan industri gula lokal mengalami fenomena penurunan produksi gula. Penambahan produk harus diiringi dengan peningkatan kualitas produksi dan harga yang dapat diterima oleh konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas produk, minat beli terhadap keputusan pembelian pada produk gula Nusakita PG. Semboro Kabupaten Jember. Sampel ditentukan sebanyak 100 konsumen dengan menggunakan metode purposive sampling dengan syarat konsumen pernah membeli gula Nusakita minimal satu kali. Hasil penelitian ini setelah dianalisis dengan WarpPLS 7.0 menunjukkan bahwa variabel harga dan kualitas produk berpengaruh signifikan terhadap minat beli dan keputusan pembelian gula Nusakita. Harga Gula Nusakita PG. Semboro tidak memiliki pengaruh yang signifikan terhadap keputusan pembelian. Kualitas Gula Nusakita PG. Semboro memiliki pengaruh signifikan terhadap keputusan pembelian. Pengaruh harga dan kualitas produk terhadap keputusan pembelian berpengaruh signifikan melalui minat beli konsumen gula Nusakita PG. Semboro Jember.

Kata Kunci : Harga, Kualitas, Minat Beli, Keputusan Pembelian, Gula



## ABSTRACTS

*Currently, the demand for sugar in the market is increasing, while the local sugar industry is experiencing a phenomenon of decreased sugar production. The addition of products should be accompanied by an increase in the quality of production and prices that are acceptable to consumers. This study aims to determine the effect of price, product quality, purchase intention on purchasing decisions on sugar products Nusakita PG. Semboro Jember Regency. The sample was determined by 100 customers using a purposive sampling method with the condition that customers had bought Nusakita sugar at least once. The results of this study after being analyzed with WarpPLS 7.0 show that the variable price and product quality have a significant effect on buying interest and purchasing decisions for Nusakita sugar. Nusakita Sugar Price PG. Semboro does not have a significant influence on purchasing decisions. Sugar quality Nusakita PG. Semboro has a significant influence on purchasing decisions. The effect of price and product quality on purchasing decisions has a significant effect through the buying interest of Nusakita PG. Semboro Jember.*

**Keywords:** *Price , Quality , Interest Buy , Decision Purchasing , Sugar*

