

PENGARUH KUALITAS PRODUK, HARGA DAN CITRA MEREK TERHADAP MINAT BELI KONSUMEN PRODUK MINISO DI KOTA PADANG

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ABSTRAK

Penelitian ini bertujuan mengetahui pengaruh kualitas produk, harga dan citra merek terhadap minat beli konsumen. Populasi dalam penelitian ini adalah semua konsumen yang telah menggunakan dan membeli produk Miniso di Kota Padang dengan jumlah sampel sebanyak 138 responden yang didapat dengan menggunakan rumus *Cochran*. Responden dipilih dengan menggunakan teknik *purposive sampling*. Jenis data yang digunakan adalah data primer melalui penyebaran kuesioner. Metode analisa data yang digunakan adalah analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap minat beli konsumen Miniso di Kota Padang. Selanjutnya, harga berpengaruh positif dan signifikan terhadap minat beli konsumen Miniso di Kota Padang dan citra merek berpengaruh positif dan signifikan terhadap minat beli konsumen Miniso di Kota Padang.

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

***THE EFFECTS OF PRODUCT QUALITY, PRICE AND BRAND IMAGE ON
CONSUMERS PURCHASE INTEREST OF MINISO PRODUCTS IN PADANG CITY***

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ABSTRACT

This study aims to determine the effect of product quality, price and brand image, on consumer purchase interest. The population in this study were all consumers who have used and purchased Miniso products in Padang City with a total sample of 138 respondents. The amount of sampling was taken by using the Cochran formula. The sampling technique used purposive sampling technique. The type of data used is primary data through questionnaires. The data analysis method used is multiple linear regression analysis. The results showed that product quality has a positive and significantly effect on consumer purchase interest of Miniso in Padang City. Price has a positive and significantly effect on consumer purchase interest of Miniso in Padang City. Brand has a positive and significantly effect on consumer purchase interest of Miniso in Padang City.

Keywords: *Consumer purchase interest, product quality, price, brand image.*