

ABSTRAK

PENGARUH KERAGAMAN PRODUK, KUALITAS PRODUK, DAN PERSEPSI HARGA TERHADAP MINAT BELI KONSUMEN PADA RUMAH WARNA GALERIA MALL YOGYAKARTA

Studi Kasus Pengunjung Rumah Warna Galeria Mall Yogyakarta

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Penelitian ini bertujuan untuk meneliti pengaruh keragaman produk, kualitas produk, dan persepsi harga terhadap minat beli konsumen pada pengunjung Rumah Warna Galeria Mall Yogyakarta. Populasi dalam penelitian ini adalah seluruh pengunjung Rumah Warna Galeria Mall Yogyakarta. Sampel dalam penelitian ini ditentukan sebanyak 100 pengunjung dengan menggunakan rumus solvin dan pengambilannya dengan teknik purposive sampling. Teknik pengumpulan data dengan menggunakan angket kepada calon pengunjung yang menjadi sampel. Alat analisis yang digunakan dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, Analisis Regresi Berganda, Uji Asumsi Klasik, Uji Multikolinearitas, Uji Heteroskedastisitas, Uji Normalitas, Uji Autokorelasi, Koefisien Determinasi, Uji F, dan Uji t. Berdasarkan hasil analisis data diketahui bahwa: 1) Keragaman produk mempunyai pengaruh terhadap Minat beli konsumen pada Rumah Warna Galeria Mall Yogyakarta. 2) Kualitas produk mempunyai pengaruh terhadap Minat beli konsumen pada Rumah Warna Galeria Mall Yogyakarta. 3) Persepsi Harga mempunyai pengaruh terhadap Minat beli konsumen pada Rumah Warna Galeria Mall Yogyakarta. 4) Keragaman produk, Kualitas produk, dan Persepsi harga secara bersama-sama berpengaruh terhadap minat beli konsumen Rumah Warna Galeria Mall Yogyakarta.

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

ABSTRACT

**THE INFLUENCE OF VARIATION OF PRODUCTS,
PRODUCT QUALITY,
AND PERCEPTION ABOUT THE PRICE TOWARDS THE
CONSUMERS' BUYING INTERESTS AT HOUSE OF COLORS -
GALERIA MALL- YOGYAKARTA**

A Case Study on the the Visitors at the House of Colours
Galeria Mall – Yogyakarta

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The purpose of the research was to identify the influence of the variation of products, the quality of products, and the perception about the price of the products towards the consumers' buying interests at House Of Colors - Galeria Mall- Yogyakarta. The population for the research was all the visitors of House of Colors- Galeria Mall- Yogyakarta, where the sample were 100 visitors taken by elaborating the solvin formula and the sampling technique used was purposive the data collection technique was by the questionnaires to the sample. As for the data analyses was completed through Validity Test, Reliability Test, Multiple Regression Analyses, Classical Assumption Test, Multicollinearity Test, Heteroskedasticity Test, Normality Test, Autocorelation Test, Coefficient of Determination, F test, and t Test. Based on the data analyses, it was then exhibited that: 1) the variation of products did have influence on the consumers' buying interests at the House of Colors - Galeria Mall – Yogyakarta; 2) the product quality did have influence on the consumers' buying interests at the House of Colors - Galeria Mall – Yogyakarta; 3) the perception about the price did have influence on the consumers' buying interests at the House of Colors - Galeria Mall – Yogyakarta; 4) the variation of products, quality of product, and the preception about the price were at the same time had influence towards the consumers' buying interests at the House of Colors - Galeria Mall – Yogyakarta.

Key words: Variation of products, quality of products, perception about the (product) price, the consumers' buying interests