

**PENGARUH MOTIVASI PERSEPSI KUALITAS DAN SIKAP  
KONSUMEN DALAM MENENTUKAN KEPUTUSAN PEMBELIAN  
PRODUK MINISO DI BLITAS**

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Penelitian ini bertujuan untuk mengetahui : 1) Apakah motivasi mempengaruhi keputusan pembelian produk Miniso di Kota Blitar, 2) Apakah persepsi kualitas mempengaruhi keputusan pembelian produk Miniso di Kota Blitar, 3) Apakah sikap konsumen berpengaruh terhadap keputusan pembelian produk Miniso di Kota Blitar, 4) Apakah pengaruh motivasi, persepsi kualitas, sikap konsumen secara bersama-sama berpengaruh terhadap keputusan pembelian produk Miniso di Kota Blitar. Populasi dalam penelitian ini adalah konsumen Miniso di Blitar Jawa Timur. Teknik pengambilan sampel menggunakan *nonprobability* sampling, data diperoleh dengan membagikan kuesioner dan memperoleh sejumlah 100 responden. Teknik analisis data dalam penelitian ini adalah pendekatan kuantitatif dengan dua jenis uji statistik yang berbeda yakni uji statistik deskriptif dan uji analisis inferensial. Hasil Penelitian menunjukkan bahwa: 1) motivasi, persepsi kualitas, dan sikap konsumen secara bersama-sama berpengaruh terhadap keputusan pembelian, 2) motivasi tidak berpengaruh signifikan terhadap keputusan pembelian produk Miniso, 3) Persepsi berpengaruh signifikan terhadap keputusan pembelian produk Miniso, 4) Sikap konsumen berpengaruh signifikan terhadap keputusan pembelian produk Miniso.

Kata kunci: motivasi, persepsi kualitas, sikap konsumen, dan keputusan pembelian.

## **THE INFLUENCE OF MOTIVATION, QUALITY PERCEPTION AND CONSUMER ATTITUDE IN DETERMINING THE PURCHASE DECISION OF MINISO PRODUCTS IN MINISO BLITAR**

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The purpose of this study is to analyze: 1) The influence of motivation on purchase decision of product in Miniso Blitar, 2) The influence of perceived quality on purchase decision of product in Miniso Blitar, 3) The influence of consumer attitude on purchasing decisions of product in Miniso Blitar, 4) The influence of motivation, perceived quality, and consumer attitude simultaneously towards the purchase decision of product in Miniso Blitar. The population in this study is the consumers in Miniso Blitar, East Java. The sampling technique uses non-probability sampling. The data are obtained by distributing questionnaires to 100 respondents. The data analysis technique in this research is quantitative approach with two different types of statistical tests namely descriptive statistical tests and inferential analysis tests. The results show that: 1) Motivation does not have significant influence on purchase decision of product in Miniso Blitar, 2) Perceived quality have significant influence on purchase decision of product in Miniso Blitar, 3) Consumer attitude have significant influence on purchase decision of product in Miniso Blitar, 4) Motivation, perceived quality, and consumer attitude simultaneously influence the purchase decision of product in Miniso Blitar.

Keywords: motivation, quality perception, consumer attitude, and purchase decision

