

ABSTRAK

PENGARUH LOKASI, KUALITAS PRODUK, DAN HARGA TERHADAP MINAT BELI KONSUMEN Studi pada Kertas Lipat Yogyakarta

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2022

Penelitian ini bertujuan untuk mengetahui pengaruh lokasi, kualitas produk, dan harga secara simultan maupun parsial terhadap minat beli konsumen Kertas Lipat. Populasi dalam penelitian ini adalah seluruh konsumen kaos Kertas Lipat kota Yogyakarta yaitu konsumen yang sudah pernah membeli dan masuk ke toko Kertas Lipat minimal 3 kali dalam kurun waktu 3 bulan. Pengambilan sampel menggunakan metode *purposive sampling* dengan jumlah responden sebanyak 100 orang. Teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda, uji hipotesis, dan koefisien determinasi. Dari penelitian ini dapat disimpulkan bahwa lokasi, kualitas produk, dan harga secara simultan terhadap minat beli konsumen dan secara parsial dapat disimpulkan lokasi, kualitas produk, dan harga berpengaruh positif terhadap minat beli konsumen.

Kata Kunci: lokasi, kualitas produk, harga, dan minat beli konsumen

ABSTRACT

**THE EFFECT OF LOCATION, PRODUCT QUALITY, AND PRICE
ON BUYING INTEREST**
Study on Yogyakarta Folding Paper

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This study aims to determine the effect of location, product quality, and price simultaneously and partially on the consumer's buying interest for Kertas Lipat. The population in this study were all consumers of Kertas Lipat t-shirts in the city of Yogyakarta, namely consumers who have bought and entered the Kertas Lipat shop at least 3 times within 3 months. Sampling using purposive sampling method with the number of respondents as many as 100 people. The data collection technique used a questionnaire. The data analysis used descriptive analysis, multiple linear regression analysis, classical assumption test, hypothesis test, and the coefficient of determination. From this research it can be concluded that location, product quality, and price simultaneously have a positive effect on consumer buying interest and partially it can be concluded that location, product quality, and price have a positive effect on consumer purchase interest.

Keywords: location, product quality, price, and consumer buying interest