

ABSTRAK**PENGARUH PRODUK, HARGA, DAN PERFORMA KARYAWAN
TERHADAP MINAT BELI KONSUMEN DI PETIK MERAH *CAFÉ AND
ROASTERY***

Michael Hannessey Jievianto
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui apakah: 1) produk secara parsial berpengaruh terhadap minat beli konsumen Petik Merah *Cafe and Roastery*, 2) harga secara parsial berpengaruh terhadap minat beli konsumen Petik Merah *Cafe and Roastery*, 3) performa karyawan secara parsial berpengaruh terhadap minat beli konsumen Petik Merah *Cafe and Roastery*, 4) produk, harga, dan performa karyawan secara simultan berpengaruh terhadap minat beli konsumen Petik Merah *Cafe and Roastery*. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik dan analisis regresi linier berganda dengan menggunakan program aplikasi *Statistic Product and Service Solution* (SPSS). Hasil penelitian ini menunjukkan bahwa: 1) produk secara parsial berpengaruh terhadap minat beli konsumen Petik Merah *Cafe and Roastery*, 2) harga secara parsial berpengaruh terhadap minat beli konsumen Petik Merah *Cafe and Roastery*, 3) performa karyawan secara parsial berpengaruh terhadap minat beli konsumen Petik Merah *Cafe and Roastery*, 4) produk, harga, dan performa karyawan secara simultan berpengaruh terhadap minat beli konsumen Petik Merah *Cafe and Roastery*.

Kata kunci: produk, harga, performa karyawan, minat beli

ABSTRACT

THE INFLUENCE OF PRODUCT, PRICE AND EMPLOYEE PERFORMANCE ON CONSUMER BUYING INTEREST IN PETIK MERAH CAFÉ AND ROASTERY

Michael Hannessey Jievianto
Universitas Sanata Dharma
Yogyakarta
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This study aims to determine whether: 1) the product partially influences the consumer buying interest of Petik Merah Cafe and Roastery, 2) the price partially influences the buying interest of the consumers of Petik Merah Cafe and Roastery, 3) employee performance partially influences the buying interest of the consumers of Petik Merah Cafe and Roastery, 4) product, price, and employee performance simultaneously influence the buying interest of Petik Merah Cafe and Roastery consumers. The sampling technique used was purposive sampling. Data was obtained by distributing questionnaires to 100 respondents. Data analysis techniques in this study are descriptive analysis, classical assumption test and multiple linear regression analysis using the application program Statistics Product and Service Solution (SPSS). The results of this study show that: 1) the product partially influenced the buying interest of the Petik Merah Cafe and Roastery consumers, 2) the price partially influenced the buying interest of the Petik Merah Cafe and Roastery consumers, 3) the employee performance partially influenced the buying interest of the Petik Red consumers. Merah Cafe and Roastery, 4) product, price, and employee performance simultaneously influenced consumer buying interest in Petik Merah Cafe and Roastery.

Keywords: product, price, employee performance, buying interest