

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan harga terhadap minat beli konsumen pada Auliyaa Store. Latar belakang penelitian ini dilandasi oleh semakin ketatnya persaingan bisnis di bidang kuliner, khususnya pada usaha *cake shop*, sehingga kualitas produk dan strategi penetapan harga menjadi faktor penting dalam menarik minat beli konsumen. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 50 responden yang merupakan konsumen Auliyaa Store. Analisis data dilakukan menggunakan uji validitas, uji reliabilitas, analisis regresi linier berganda, uji t (parsial), uji F (simultan), serta analisis koefisien determinasi dengan bantuan aplikasi SPSS versi 30. Hasil penelitian menunjukkan bahwa kualitas produk dan harga berpengaruh secara signifikan terhadap minat beli konsumen, baik secara parsial maupun simultan. Nilai koefisien determinasi menunjukkan bahwa pengaruh kedua variabel independen tersebut terhadap minat beli konsumen berada pada kategori kuat. Berdasarkan hasil tersebut, disarankan agar Auliyaa Store terus menjaga dan meningkatkan kualitas produknya serta mempertahankan strategi penetapan harga yang tepat dan sesuai dengan persepsi serta daya beli konsumen guna meningkatkan minat beli secara berkelanjutan.

Kata kunci: Kualitas Produk, Harga, Minat Beli Konsumen, Auliyaa Store

ABSTRACT

This study aims to determine the effect of product quality and price on consumer purchase intention at Auliyaa Store. The background of this research is based on the increasingly intense business competition in the culinary sector, especially among cake shops, making product quality and pricing strategies essential factors in attracting consumer purchase interest. This study uses a quantitative method with a descriptive approach. Data were collected through the distribution of questionnaires to 50 respondents who are customers of Auliyaa Store. The data analysis techniques include validity test, reliability test, multiple linear regression analysis, partial test (t-test), simultaneous test (F-test), and coefficient of determination, processed using SPSS version 30. The results of the study show that both product quality and price have a significant effect on consumer purchase intention, both partially and simultaneously. The coefficient of determination value indicates that the influence of the two independent variables on purchase intention is categorized as strong. Based on these findings, it is recommended that Auliyaa Store continue to maintain and improve its product quality and retain appropriate pricing strategies that align with consumer perception and value to foster higher purchase intention in a sustainable manner.

Keywords: Product Quality, Price, Purchase Intention, Auliyaa Store