

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar Pengaruh Kualitas Produk Dan Promosi Terhadap Minat Beli Konsumen Dengan Kemudahan Pelayanan Sebagai Variabel Intervening Pada Bacarito Kopi Padang. Metode analisis data menggunakan kuesioner, dengan sampel 100 responden. Metode analisis data yang digunakan adalah *SEM*. Berdasarkan hasil penelitian menunjukkan bahwa Terdapat pengaruh positif dan tidak signifikan antara Kualitas Produk terhadap Kemudahan Pelayanan. Terdapat pengaruh positif dan signifikan antara Promosi terhadap Kemudahan Pelayanan. Terdapat pengaruh positif dan signifikan antara Kualitas Produk terhadap Minat Beli Konsumen. Terdapat pengaruh positif dan signifikan antara Promosi terhadap Minat Beli Konsumen. Terdapat pengaruh negatif dan signifikan antara Kemudahan Pelayanan terhadap Minat Beli Konsumen. Kemudahan Pelayanan tidak memediasi Kualitas Produk terhadap Minat Beli Konsumen. Kemudahan Pelayanan tidak memediasi Promosi terhadap Minat Beli Konsumen. Kontribusi variabel Kualitas Produk Dan Promosi Terhadap Minat Beli Konsumen Dengan Kemudahan Pelayanan Sebagai Variabel Intervening berpengaruh sebesar 37,6% sedangkan sisanya sebesar 62,4% di pengaruhi oleh variabel lain diluar penelitian ini.

Kata Kunci: Kualitas Produk, Promosi, Kemudahan Pelayanan, Dan Minat Beli Konsumen

ABSTRACT

The purpose of this study was to find out how much influence product quality and promotion have on consumer buying interest with ease of service as an intervening variable in Bacarito Kopi Padang. Methods of data analysis using a questionnaire, with a sample of 100 respondents. The data analysis method used is SEM. Based on the results of the study, it shows that there is a positive and insignificant influence between product quality and ease of service. There is a positive and significant influence between Promotion on Service Ease. There is a positive and significant influence between Product Quality on Consumer Purchase Interest. There is a positive and significant influence between Promotion on Consumer Purchase Interest. There is a negative and significant influence between Service Ease of Consumer Purchase Interest. Ease of Service does not mediate Product Quality on Consumer Purchase Interest. Ease of Service does not mediate Promotion of Consumer Purchase Interest. The contribution of product quality and promotion variables to consumer buying interest with ease of service as an intervening variable has an effect of 37.6%, while the remaining 62.4% is influenced by other variables outside this study.

Keywords: Product Quality, Promotion, Ease of Service, and Consumer Purchase Interest