

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan berusaha menganalisis pengaruh kualitas produk dan harga terhadap keputusan pembelian pada mie ayam bakso solo Mas Gendon melalui minat beli pelanggan sebagai variabel intervening (Studi Kasus Mie Ayam Bakso Solo Mas Gendon Kelurahan Koto Tuo Limokampung). Penelitian ini adalah model *Structural Equation Modeling* (SEM) dengan alat bantu analisis SmartPLS 4.1. Populasi dan sampel penelitian ini adalah pembeli mie ayam bakso solo Mas Gendon di Kelurahan Koto Tuo Limokampung. Hasil penelitian menemukan terdapat pengaruh positif dan signifikan antara kualitas produk terhadap minat beli pelanggan. Terdapat pengaruh positif dan signifikan antara harga terhadap minat beli pelanggan. Terdapat pengaruh positif dan signifikan antara kualitas produk terhadap keputusan pembelian. Tidak terdapat pengaruh positif dan signifikan antara harga terhadap keputusan pembelian. Terdapat pengaruh positif dan signifikan antara minat beli pelanggan terhadap keputusan pembelian. Minat beli pelanggan memediasi kualitas produk terhadap keputusan pembelian. Minat beli pelanggan tidak memediasi harga terhadap keputusan pembelian.

Kata Kunci: Kualitas Produk, Harga, Minat Beli Pelanggan, Keputusan Pembelian

ABSTRACT

This research aims to determine and attempt to analyze the influence of product quality and price on purchasing decisions for Solo Mas Gendon Bakso Chicken Noodles through customer purchase interest as an intervening variable (Case Study of Mas Gendon Solo Bakso Chicken Noodles, Koto Tuo Limokampung Village). This research is a Structural Equation Modeling (SEM) model with the SmartPLS 4.1 analysis tool. The population and sample of this research are buyers of Mas Gendon's Solo Bakso chicken noodles in Koto Tuo Limokampung Village. The research results found that there was a positive and significant influence between product quality and customer buying interest. There is a positive and significant influence between price on customer buying interest. There is a positive and significant influence between product quality on purchasing decisions. There is no positive and significant influence between price on purchasing decisions. There is a positive and significant influence between customer buying interest on purchasing decisions. Customer purchasing interest mediates product quality on purchasing decisions. Customer purchasing interest does not mediate price in purchasing decisions.

Keywords: Product Quality, Price, Customer Purchase Interest, Purchase Decision