

ABSTRAK

Skripsi dengan judul “Pengaruh Lokasi, Kualitas Produk, dan Kualitas Harga Terhadap Minat Konsumen Membeli Pelet Ikan Di Toko Pakan Sumber Rezeki Desa Mirigambar Tulungagung” ini ditulis oleh Miftakul Fadillah FEBI IAIN Tulungagung, NIM. 12405173035, pembimbing Bapak Dr. Sutopo, M.Pd.

Penelitian ini dilatarbelakangi oleh usaha busana merupakan salah satu dari bisnis yang berkembang pesat dari tahun ketahun, dapat dilihat dari tingginya permintaan dari konsumen yang membuat banyak bidang usaha dalam hal berbusana atau bidang busana. Usaha dalam bidang busana ini yang setiap tahunnya semakin beragam mempermudah masyarakat dalam menentuka jenis busana yang sesuai dengan penampilam, kesempatan, kepribadian dan gaya hidup. Usaha toko contohnya toko pakan yang memberikan peluang bagi masyarakat yang ingin mencari keuntungan di dalamnya.

Rumusan masalah penelitian ini yaitu (1) Bagaimana pengaruh lokasi terhadap minat konsumen membeli di Toko Pakan Sumber Rezeki Desa Mirigambar Tulungagung? (2) Bagaimana pengaruh kualitas produk terhadap minat konsumen membeli di Toko Pakan Sumber Rezeki Desa Mirigambar Tulungagung? (3) Bagaimana pengaruh kualitas harga terhadap minat konsumen membeli di Toko Pakan Sumber Rezeki Desa Mirigambar Tulungagung? (4) Bagaimana pengaruh harga, kulitas produk, dan lokasi terhadap minat kosumen membeli di Toko Pakan Sumber Rezeki Desa Mirigambar Tulungagung? Tujuan penelitian (1) Untuk mengetahui pengaruh lokasi terhadap minat konsumen membeli di Toko Pakan Sumber Rezeki Desa Mirigambar Tulungagung. (2) Untuk mengetahui pengaruh kualitas produk terhadap minat konsumen membeli di Toko Pakan Sumber Rezeki Desa Mirigambar Tulungagung. (3) Untuk mengetahui pengaruh kualitas harga terhadap minat konsumen membeli di Toko Pakan Sumber Rezeki Desa Mirigambar Tulungagung. (4) Untuk mengetahui pengaruh lokasi, kulitas produk, dan kualitas harga terhadap minat konsumen membeli di Toko Pakan Sumber Rezeki Desa Mirigambar Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik pengambilan sampel menggunakan teknik random sampling. Data yang digunakan adalah data primer. Teknik pengumpulan data menggunakan kuesioner yang disebarakan kepada 80 konsumen butik Umami Collecion. Metode analisis data dalam penelitian ini yaitu menggunakan uji regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa (1) Lokasi berpengaruh positif dan signifikan terhadap minat beli. (2) Kualitas Layanan berpengaruh positif dan signifikan terhadap minat beli. (3) Kualitas Harga berpengaruh positif dan signifikan terhadap minat beli. (4) Lokasi, Kualitas Layanan, dan Kualitas Harga berpengaruh positif dan signifikan terhadap minat beli..

Kata Kunci: Lokasi, Kualitas Layanan, dan Kualitas Harga, dan Minat Beli.

ABSTRACT

Thesis with the title "The Effect of Location, Product Quality, and Price Quality on Consumer Interest in Buying Fish Pellets at the Sumber Rezeki Feed Shop, Miri Gambar Tulungagung Village" was written by Miftakul Fadillah FEBI IAIN Tulungagung, NIM. 12405173035, adviser Mr. Dr. Sutopo, M.Pd.

The background of this research is that the fashion business is one of the businesses that is growing slowly from year to year, it can be seen from the high demand from consumers which makes many business fields in terms of clothing or clothing sector. This business in the fashion sector, which is increasingly diverse every year, makes it easier for people to determine the type of clothing that suits their appearance, opportunity, personality and lifestyle. Shop business, for example, a feed shop that provides opportunities for people who want to make a profit in it.

The formulation of the research problem, namely (1) How is the influence of location on consumer interest in buying at the Sumber Rezeki Feed Shop, Miri Gambar Tulungagung Village? (2) How is the influence of product quality on consumer interest in buying at the Sumber Rezeki Feed Shop, Miri Gambar Village, Tulungagung? (3) How is the effect of price quality on consumer interest in buying at the Sumber Rezeki Feed Shop, Miri Gambar Tulungagung Village? (4) What is the effect of price, product quality, and location on consumer interest in buying at the Sumber Rezeki Feed Shop, Miri Gambar Village, Tulungagung? Research objectives (1) To determine the effect of location on consumer interest in buying at the Sumber Rezeki Feed Shop, Miri Gambar Tulungagung Village. (2) To determine the effect of product quality on consumer interest in buying at the Sumber Rezeki Feed Shop, Miri Gambar Tulungagung Village. (3) To determine the effect of price quality on consumer interest in buying at the Sumber Rezeki Feed Shop, Miri Gambar Tulungagung Village. (4) To determine the effect of location, product quality, and price quality on consumer interest in buying at the Sumber Rezeki Feed Shop, Miri Gambar Tulungagung Village.

This study uses a quantitative approach with the type of associative research. The sampling technique used was random sampling technique. The data used is primary data. The data collection technique used a questionnaire which was distributed to 80 consumers of Ummi Collecion boutique. The data analysis method in this research is using multiple linear regression test.

The results of this study indicate that (1) Location has a positive and significant effect on buying interest. (2) Service quality has a positive and significant effect on buying interest. (3) Price Quality has a positive and significant effect on buying interest. (4) Location, Service Quality, and Price Quality have a positive and significant effect on buying interest.

Keywords: *Location, Service Quality, and Price Quality, and Buying Interest.*