

ABSTRAK

Skripsi yang berjudul “Analisis Faktor-Faktor yang Mempengaruhi Konsumen Terhadap Minat Beli Produk Krupuk Selmiler (Studi Kasus UD. Darma Makmur Kecamatan Megaluh, Kabupaten Jombang)” di tulis oleh Fany Nur Fadilla, NIM.12402183291, dengan pembimbing Dr. Ali Mauludi AC, M.A.

Penelitian sekripsi ini dilatarbelakangi oleh adanya masalah yang dihadapi oleh pemilik usaha UD. Darma Makmur tentang bagaimana pemilik menarik pelanggan, mempertahankan rasa dan kualitas guna mempertahankan pangsa pasar. Semakin ketatnya persaingan antar penjual, maka pemilik harus bisa mengetahui faktor-faktor apa saja yang dapat mempengaruhi keputusan konsumen dalam membeli produk yang di tawarkan.

Ada pun tujuan dari penelitian ini yaitu 1. Untuk mengetahui faktor kualitas produk mampu memberikan pengaruh positif terhadap minat beli produk krupuk selmilet. 2. Untuk mengetahui faktor harga produk mampu memberikan pengaruh positif terhadap minat beli produk kripik selmiler. 3. Untuk mengetahui faktor kemasan produk mampu memberikan pengaruh positif terhadap minat beli produk kripik selmiler. 4. Untuk mengetahui faktor promosi produk mampu memberikan pengaruh positif terhadap minat beli produk selmiler.

Penelitian ini menggunakan pendekatan kuantitatif. Teknik pengambilan sampling yang digunakan dalam penelitian ini adalah nonprobability sampling yakni incidental sampling, yakni Teknik penentuan sampel berdasarkan kebetulan, yakni siapa yang secara kebetulan/ incidental bertemu dengan peneliti dapat digunakan sebagai sampel, bila dipandang orang yang kebetulan ditemui dan cocok sebagai sumber data. Dengan menyebar kuesioner kepada 55 responden konsumen UD Darma Makmur.

Hasil pengujian menunjukkan (1) faktor kualitas berpengaruh positif terhadap minat beli krupuk selmiler. (2) faktor harga berpengaruh positif terhadap minat beli krupuk selmiler. (3) faktor kemasan berpengaruh positif terhadap minat beli krupuk selmiler. (4) faktor promosi berpengaruh positif terhadap minat beli konsumen

Kata Kunci: faktor kualitas, faktor harga, faktor kemasan, faktor promosi

ABSTRACT

Thesis entitled "Analysis of Factors Affecting Consumers on Buying Interest in Selmiler Krupuk Products (Case Study of UD Darma Makmur, Megaluh District, Jombang Regency)" was written by Fany Nur Fadilla, NIM.12402183291, with the supervisor Dr. Ali Mauludi AC, M.A.

This thesis research is motivated by the problems faced by the business owner of UD Darma Makmur about how the owner attracts customers, maintains taste and quality in order to maintain market share. The increasingly fierce competition between sellers, the owner must be able to find out what factors can influence consumer decisions in buying the products on offer.

There is also the purpose of this research, namely 1. To find out the product quality factor is able to have a positive influence on buying interest in the selmilet cracker product. 2. To find out the product price factor is able to have a positive influence on buying interest in Selmiler chips products. 3. To find out the factor of product packaging being able to have a positive influence on buying interest in Selmiler chips products. 4. To find out the product promotion factors are able to have a positive influence on buying interest in Selmiler products.

This study uses a quantitative approach. The sampling technique used in this study is non-probability sampling, namely incidental sampling, namely the technique of determining the sample based on chance, i.e. who coincidentally/incidentally meets with the researcher can be used as a sample, if it is seen as a person who happened to be met and is suitable as a data source. By distributing questionnaires to 55 consumer respondents of UD Darma Makmur.

The test results show (1) the quality factor has a positive effect on buying interest in selmiler crackers. (2) the price factor has a positive effect on buying interest in selmiler crackers. (3) the packaging factor has a positive effect on buying interest in selmiler crackers. (4) promotional factors have a positive effect on consumer buying interest

Keywords: *quality factor, price factor, packaging factor, promotion factor*