

ABSTRAK

Skripsi dengan judul “Pengaruh Harga, Kualitas Pelayanan, Fasilitas, dan Lokasi Terhadap Minat Beli Konsumen di Lesehan Pass Pedas Blitar” ini ditulis oleh Shella Ayu Asmara, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, NIM. 12402183024, Pembimbing Citra Mulya Sari, M.E.

Penelitian ini dilatarbelakangi oleh adanya persaingan bisnis di bidang kuliner yang semakin pesat. Semakin meningkatnya persaingan membuat pebisnis semakin memperhatikan faktor-faktor yang mempengaruhi minat beli konsumen seperti harga, kualitas pelayanan, fasilitas dan lokasi.

Penelitian ini bertujuan untuk, 1) menguji pengaruh harga, kualitas pelayanan, fasilitas, dan lokasi terhadap minat beli konsumen, 2) menguji pengaruh harga terhadap minat beli konsumen, 3) menguji pengaruh kualitas pelayanan terhadap minat beli konsumen, 4) menguji pengaruh fasilitas terhadap minat beli konsumen, 5) menguji pengaruh lokasi terhadap minat beli konsumen.

Metode yang dilakukan dalam penelitian ini yaitu pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi dalam penelitian ini yaitu konsumen yang melakukan pembelian di Lesehan Pass Pedas Blitar dan sampel dari penelitian ini sebanyak 97 responden. Pengumpulan data menggunakan data primer dan dianalisis dengan regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa 1) Variabel harga, kualitas pelayanan, fasilitas dan lokasi secara simultan berpengaruh positif dan signifikan terhadap minat beli konsumen di Lesehan Pass Pedas, 2) Variabel harga secara parsial tidak berpengaruh terhadap minat beli konsumen, 3) Variabel kualitas pelayanan tidak berpengaruh terhadap minat beli konsumen, 4) Variabel fasilitas berpengaruh terhadap minat beli konsumen, 5) Variabel lokasi berpengaruh terhadap minat beli konsumen.

Kata Kunci: *Fasilitas, Harga, Kualitas Pelayanan, Lokasi, Minat Beli.*

ABSTRACT

The thesis entitled “The Impact of Prices, The Quality of Services, Facilities, and Locations on the Interest of Buying Customers at The Lesehan Pass Pedas Blitar” is written by Shella Ayu Asmara, Department of Economics of Shari’ah, Faculty of Economics and Islamic Business, UIN Sayyid Ali Rahmatullah Tulungagung, NIM. 12402183024, advisor Citra Mulya Sari, M.E

The study is set against the backdrop of growing business competition in the culinary field. The more competition summarizes competition, the more business leaders look at the factors affecting consumer purchase interests such as prices, quality services, facilities, and locations.

The study aims at, 1) testing the effects of prices, the quality of services, facilities, and locations to improve interest on buying consumers, 2) testing the effect of prices on consumer buying interest, 3) testing the effect of the quality of services on consumer buying interest, 4) testing the effect of facilities on consumer buying interest, 5) testing the effect of locations on consumer buying interest.

The method involved in the study is the quantitative approach, with a type of associative study. The population in this study is the consumers who made the purchase at the heavy lesehan pass pedas blitar and the samples from this research reached 97. Data collecting uses primary data and is analyzed with multiple linear regression.

Research indicates that 1) price variables, quality of services, facilities, and locations simultaneously have positive and significant effects on interest in buying consumers at the lesehan pass pedas, 2) prices have no effect on interest in buying consumers, 3) quality of services have no effect on interest in buying consumers, 4) facilities have an effect on consumer interest, 5) locations have an effect on consumer interest.

Keywords: *Consumer interest, facilities, locations prices, quality of services.*