

## ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Produk, Harga, Packaging dan Brand Image Terhadap Minat Beli Konsumen Pada Fudgy Brownis Alanaa Bakery ditulis oleh Alfi Munaya. NIM. 12405193299, Pembimbing Nadia Roosmalita Sari, S.Pd., M.Kom.

Menjamurnya bisnis kuliner di kalangan masyarakat, salah satunya usaha kuliner yang banyak di minati yaitu kuliner kue, banyak sekali jenis kue yang memiliki cita rasa dan ciri khas masing-masing. Usaha yang menarik pada saat ini sedang ramai di kalangan masyarakat, salah satunya yaitu kue fudgy brownis yang merupakan salah satu jenis brownis yang memiliki rasa dan tekstur yang berbeda.

Penelitian ini bertujuan untuk menguji pengaruh (1) kualitas produk, harga, packaging dan brand image terhadap minat konsumen (2) pengaruh kualitas produk terhadap minat konsumen (3) pengaruh harga terhadap minat konsumen (4) pengaruh kemasan terhadap minat konsumen (5) pengaruh citra merek terhadap minat konsumen.

Penelitian ini menggunakan pendekatan penelitian kuantitatif. Teknik yang dipakai dalam pengambilan sampel adalah *Accidental Sampling*. Dengan jumlah sampel sebanyak 100 responden dari para konsumen alanaa bakery. Selanjutnya hasil kuesioner dianalisis menggunakan uji instrument data yaitu uji validitas dan uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, uji hipotesis yaitu uji t dan uji f, serta koefisien determinasi ( $R^2$ ).

Hasil penelitian menunjukkan bahwa secara parsial (1) kualitas produk, harga, packaging dan brand image terhadap minat konsumen (2) pengaruh kualitas produk terhadap minat konsumen (3) pengaruh harga terhadap minat konsumen (4) pengaruh packaging terhadap minat konsumen (5) pengaruh brand image terhadap minat konsumen.

**Kata kunci: Kualitas Produk, Harga, Packaging, Brand Image, dan Minat Konsumen.**

## **ABSTRACT**

*The thesis the title "The Influence of Product Quality, Price, Packaging and Brand Image on Consumer Purchase Interest in Fudgy Brownis Alanaa Bakery was written by Alfi Munaya. NIM. 12405193299, Supervisor Nadia Roosmalita Sari, S.Pd., M.Kom.*

*The mushrooming of the culinary business among the public, one of which is the culinary business that is of great interest, namely culinary cakes, there are many types of cakes that have their own tastes and characteristics. Interesting businesses are currently busy among the public, one of which is the fudgy brownies cake which is a type of brownies that has a different taste and texture.*

*This study aims to examine the effect of (1) product quality, price, packaging and brand image on consumer (2) the effect of product quality on consumer (3) the effect of price on consumer (4) the effect of packaging on consumer (5) the effect of brand image on consumer.*

*This study uses a quantitative research approach. The technique used in sampling is Accidental Sampling. With a total sample of 100 respondents from Alana bakery consumers. Then the results of the questionnaire were analyzed using the data instrument test, namely the validity test and the rehabilitation test, the classical assumption test, multiple linear regression test, hypothesis testing, namely the *t* test and *f* test, and the coefficient of determination (*R*<sup>2</sup>).*

*The results showed that partially (1) product quality, price, packaging and brand image on consumer (2) the effect of product quality on consumer (3) price effect on consumer (4) the effect of packaging on consumer (5) the effect of brand image on consumer. determination test (*R*<sup>2</sup>) show that 65.7% of consumer interest is able to explain or influence the variables of product quality, price, packaging, and brand image. While the remaining 34.3% is influenced by other variables outside of this study.*

***Keywords: Product Quality, Price, Packaging, Brand Image, and Consumer Interest.***