

**INFLUENCE OF PRICE, LOCATION, QUALITY OF SERVICE
TOWARD PURCHASING INTEREST
(CASE STUDY ON *WELIJO COFFE* LAMONGAN)**

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ABSTRACT

This study aims to determine the effect of price, location, quality of service both partially and simultaneously on purchasing intention. As well as to find out which variable has the most dominant influence on buying interest. The population in this study are customers of *Welijo Coffee* Lamongan, While the number of samples is 97 respondent. The data analysis method used is multiple linear regression, multiple correlation analysis and the coefficient of determination, t test, f test.

Meanwhile, based on the results of multiple regression it is known that the price variable has the highest yield, which is equal to 0.844 compared to the location variable of 0.129 and the quality of service of 0.255 so that it can be seen that the most dominant variable is price with a beta of 0.844. It is known that the price variable is very easy to influence purchasing interest. The results of the calculation of the t test obtained the price t-count value of 8,361, the location of 2,615 and the quality of service 3,443, so that all independent variables have t-count > t-table 1.661 which means the independent variable partially affects the dependent variable. and the F test results obtained > F-count of 72.118 > F-table 2.70. This means, the independent variables simultaneously influence the dependent variable. Based on the results of the research above, it can be concluded that the variable price, location and quality of service have an influence on purchasing interest.

In conclusion, based on the results of this study it can be concluded that price, location and service quality has a partial effect on purchase intention t-count > t-table. Meanwhile, price, location, and quality of service are simultaneously influential on buying interest can be seen from the F-count > F-table and the price has more dominant influence on purchasing intention.

Keywords: Price, Location, Service Quality, Purchase Intention.

PENGARUH HARGA, LOKASI, KUALITAS PELAYANAN TERHADAP MINAT BELI (STUDI KASUS PADA *WELIJO COFFE* LAMONGAN)

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RINGKASAN

Penelitian ini bertujuan untuk mengetahui hasil pengaruh harga, lokasi, kualitas pelayanan baik secara parsial maupun simultan terhadap minat beli. Serta untuk mengetahui variabel mana yang berpengaruh paling dominan terhadap minat beli. Populasi dalam penelitian ini yaitu pelanggan dari *Welijo Coffee* Lamongan, sedangkan jumlah sampel 97 responden. Metode analisis data yang digunakan adalah uji validitas, regresi linier berganda, analisis korelasi berganda dan koefisien determinasi, uji t, uji f.

Dari hasil regresi berganda diketahui variabel harga memiliki hasil yang paling tinggi yaitu sebesar 0,844 dibandingkan dengan variabel lokasi sebesar 0,129 dan kualitas pelayanan sebesar 0,255 sehingga dapat diketahui bahwa variabel yang paling dominan adalah Harga dengan beta 0,844. Hal ini diketahui bahwa variabel harga sangat mudah mempengaruhi minat beli. Hasil perhitungan uji t didapat nilai t_{hitung} harga sebesar 8,361, lokasi sebesar 2,615 dan kualitas pelayanan 3,443 sehingga semua variabel bebas memiliki $t_{hitung} > t_{tabel}$ 1,661 yang berarti variabel bebas berpengaruh secara parsial terhadap variabel terikat. dan hasil uji F diperoleh nilai $> F_{hitung}$ sebesar 72.118 $> F_{tabel}$ 2,70 sehingga variabel bebas berpengaruh secara simultan terhadap variabel terikat.

Dari hasil penelitian ini dapat diambil kesimpulan bahwa harga, lokasi dan kualitas pelayanan berpengaruh secara parsial terhadap minat beli dapat dilihat dari $t_{hitung} > t_{tabel}$ Harga, lokasi dan kualitas pelayanan secara simultan berpengaruh terhadap minat beli dapat dilihat dari uji F $hitung > F_{tabel}$ dan harga mempunyai pengaruh lebih dominan terhadap minat beli.

Kata kunci : Harga, Lokasi, Kualitas Pelayanan, Minat Beli.