

ABSTRAK

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh Kualitas Produk terhadap Minat Beli pada Lapis Kukus Pahlawan Surabaya, (2) Pengaruh Harga terhadap Minat Beli pada Lapis Kukus Pahlawan Surabaya, (3) Pengaruh Kualitas Produk terhadap Keputusan Pembelian pada Lapis Kukus Pahlawan Surabaya, (4) Pengaruh Harga terhadap Keputusan Pembelian pada Lapis Kukus Pahlawan Surabaya, (5) Pengaruh Minat terhadap Keputusan Pembelian pada Lapis Kukus Pahlawan Surabaya, (6) Pengaruh Kualitas Produk terhadap Keputusan Pembelian serta dampaknya pada Minat Beli pada Lapis Kukus Pahlawan Surabaya dan (7) Pengaruh Harga terhadap Keputusan Pembelian serta dampaknya pada Minat Beli pada Lapis Kukus Pahlawan Surabaya. Jenis penelitian ini merupakan penelitian survei dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah pelanggan Lapis Kukus di Surabaya. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik pengambilan sampel secara purposive sampling, dimana teknik penentuan sampel dengan pertimbangan-pertimbangan tertentu yang telah ditetapkan oleh peneliti sehingga diperoleh sampel 100 responden. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan adalah Analisis Jalur. Hasil penelitian ini menunjukkan bahwa: (1) Kualitas :Produk berpengaruh signifikan terhadap Brand Attitude pada Lapis Kukus Pahlawan Surabaya dengan arah pengaruh positif, (2) Harga berpengaruh signifikan terhadap Brand Attitude pada Lapis Kukus Pahlawan Surabaya dengan arah pengaruh positif, (3) Brand Attitude berpengaruh signifikan terhadap Brand Awareness pada Lapis Kukus Pahlawan Surabaya dengan arah pengaruh positif, (4) Kualitas Produk berpengaruh signifikan terhadap Brand Awareness pada Lapis Kukus Pahlawan Surabaya dengan arah pengaruh positif, (5) Harga berpengaruh signifikan terhadap Brand Awareness pada Lapis Kukus Pahlawan Surabaya dengan arah pengaruh positif, (6) Kualitas Produk berpengaruh signifikan terhadap Brand Awareness melalui Brand Attitude pada Lapis Kukus Pahlawan Surabaya Dan Brand Attitude mampu memediasi hubungan pengaruh Kualitas Produk terhadap Brand Awareness dan (7) Harga berpengaruh signifikan terhadap Brand Awareness melalui Brand Attitude pada Lapis Kukus Pahlawan Surabaya Dan Brand Attitude mampu memediasi hubungan pengaruh Harga terhadap Brand Attitude. Metode analisis yang digunakan adalah analisis jalur (*path analysis*) untuk mengetahui kausalitas antar variabel yang dianalisis.

Kata Kunci : Kualitas Produk, Harga, Keputusan Pembelian, Minat Beli.

ABSTRACT

This study aims to determine: (1) The Effect of Product Quality on Purchase Intention at Lapis Kukus Pahlawan Surabaya, (2) Effect of Price on Purchase Intention at Lapis Kukus Pahlawan Surabaya, (3) Effect of Product Quality on Purchasing Decisions at Lapis Kukus Pahlawan Surabaya, (4) The Effect of Price on Purchasing Decisions at the Surabaya Pahlawan Kukus Kukus Layer, (5) The Effect of Interest on Purchasing Decisions at the Surabaya Pahlawan Kukus Layer, (6) The Effect of Product Quality on Purchasing Decisions and its impact on Purchase Intention at Pahlawan Kukus Kukus Lapis Surabaya and (7)) The Influence of Price on Purchasing Decisions and its impact on Purchase Intention at the Surabaya Hero Kukus Layer. This type of research is a survey research with a quantitative approach. The population in this study were Lapis Kukus customers in Surabaya. The sampling technique in this study used a purposive sampling technique, where the sampling technique was based on certain considerations determined by the researcher in order to obtain a sample of 100 respondents. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique used is Path Analysis. The results of this study indicate that: (1) Quality: Product has a significant effect on Brand Attitude at Lapis Kukus Pahlawan Surabaya with a positive direction, (2) Price has a significant effect on Brand Attitude at Lapis Kukus Pahlawan Surabaya with positive influence, (3) Brand Attitude has a significant effect on Brand Awareness at Lapis Kukus Pahlawan Surabaya with a positive direction, (4) Product Quality has a significant effect on Brand Awareness at Lapis Kukus Pahlawan Surabaya with a positive influence direction, (5) Price has a significant effect on Brand Awareness at Lapis Kukus Pahlawan Surabaya. with the direction of positive influence, (6) Product Quality has a significant effect on Brand Awareness through Brand Attitude at Lapis Kukus Pahlawan Surabaya and Brand Attitude is able to mediate the relationship between the influence of Product Quality on Brand Awareness and (7) Price has a significant effect on Brand Awareness through Brand Attitude at Lapis K ukus Pahlawan Surabaya and Brand Attitude are able to mediate the relationship between the influence of Price on Brand Attitude. The analytical method used is path analysis to determine the causality between the analyzed variables.

Keywords: Product Quality, Price, Purchase Decision, Purchase Intention.