

ABSTRAK

PENGARUH KUALITAS PRODUK, HARGA, DAN PROMOSI TERHADAP MINAT BELI MAKANAN TRADISIONAL DI MEY'S KITCHEN

Penelitian ini dilakukan untuk mengetahui pengaruh Kualitas Produk, Harga, dan Promosi terhadap Minat Beli Makanan Tradisional dari bisnis *Mey's Kitchen*. Penelitian ini dilatarbelakangi oleh hasil pra-survey yang menanyakan hal apa saja yang dapat meningkatkan minat beli dari bisnis *Mey's Kitchen*, sehingga dari pra-survey tersebut dihasilkan 3 variabel yang dapat meningkatkan minat beli antara lain, kualitas produk, harga, dan promosi.

Sebagai upaya untuk mengumpulkan data penelitian, peneliti menyebarkan 102 kuesioner kepada responden yang berusia 15-60 tahun melalui kuisisioner *online*, pengambilan sampel dilakukan dengan metode menggunakan teori *Lemeshow*. Teknik penarikan sampel yang digunakan adalah dengan memakai *non-probability sampling* yaitu *purposive sampling*. Kuisisioner yang telah diberikan pada responden dinyatakan layak seluruhnya dan digunakan dalam penelitian ini.

Pada Uji t atau uji parsial yang dilakukan dalam penelitian ini, didapati hasil perhitungan yang menyatakan bahwa faktor dari kualitas produk yaitu nilai Sig = 0,189, harga yaitu nilai Sig = 0,000, dan promosi yaitu nilai Sig = 0,000. Berdasarkan hasil tersebut, bisa diketahui bahwa kualitas produk tidak berpengaruh secara signifikan terhadap minat beli makanan tradisional dari *Mey's Kitchen*, sedangkan variabel harga & promosi berpengaruh signifikan terhadap minat beli. Berdasarkan hasil tersebut, dapat ditarik kesimpulan bahwa kualitas produk yang ada pada *Mey's Kitchen* telah diakui kualitas dan citarasa khasnya, sedangkan harga produk perlu diperhatikan dari segi kesamaan dengan kualitas produk yang ditawarkan serta harga yang harus bersaing dengan produk sejenis. Untuk promosi, *Mey's Kitchen* perlu memperhatikan konten promosi yang diberikan dan juga adanya posting promosi secara regular agar semakin menarik minat beli calon konsumen.

Kata kunci: minat beli, kualitas produk, harga, dan promosi.

ABSTRACT

The Influence of Product Quality, Price, and Promotion on Buying Interest of Traditional Food at Mey's Kitchen

The purpose of this research is to find out the effect of product quality, price, and promotion on buying interest of traditional food at Mey's Kitchen. This research is based on pre-survey result that asks what things that can increase buying interest of Mey's Kitchen business, so from that pre-survey is resulted three variables that can increase buying interest such as product quality, price, and promotion.

As effort to collect research data, the researcher distributes 102 questionnaires to respondents who are 15 to 60 years old through online questionnaires, sampling is done by using Lemeshow theory method. The sampling technique that is used is non-probability sampling, that is, purposive sampling. The questionnaires that have been given to the respondents are stated feasible entirely and are used in this research.

In t-test or partial test that is done in this research, it is found the calculation result state that the factor of product quality, that is, sig value of = 0.189, the price, that is, sig value of = 0.000, and promotion, that is sig value of = 0.000. Based on the result, it can be known that product quality does not affect significantly on traditional food buying interest of Mey's Kitchen, while price and promotion variables affect significant on buying interest. Based on the result, it can be concluded that the product quality that is available at Mey's Kitchen has been recognized for its quality and typical taste, while product price needs to be concerned from similarity side with product quality that is offered and price that must compete with similar products. For promotion, Mey's Kitchen needs to concern to the promotional content that is given and also promotional posting regularly in order to attract more buying interest of potential consumers.

Keywords: *buying interest, product quality, price, promotion*