

## ABSTRAK

TJOY merupakan sebuah bisnis yang bergerak pada bidang fesyen, khususnya Tote Bag yang didirikan pada pertengahan tahun 2018. Berkembangnya tren fesyen indie dengan perpaduan Tote Bag juga membuat TJOY terinspirasi untuk menciptakan keefektifan dalam masyarakat untuk membawa barang bawaan mereka. Dalam industri kreatif yang semakin tahun semakin meningkat memaksa TJOY untuk selalu melakukan inovasi dan terus berkembang. Dalam persaingan di industri kreatif ini TJOY juga mengalami adanya hambatan dikarenakan pesaing kami sudah mempunyai brand image tersendiri dan produk-produknya sudah dikenal di Indonesia. Sehingga TJOY mempertimbangkan beberapa hal seperti *perceived quality* dan *product feature*. Tujuan penelitian ini mengetahui pengaruh *perceived quality* dan *product feature* terhadap minat beli produk Tote Bag TJOY. Metode yang digunakan penelitian ini adalah penelitian kuantitatif. Sampel yang digunakan dalam penelitian ini penduduk Kota Surabaya berumur empat belas hingga dua puluh lima tahun dengan pendapatan ekonomi (uang saku / gaji) golongan menengah keatas sebanyak 518,789 orang pada tahun 2019 dengan menggunakan teknik penelitian purposive sampling. Hasil pada penelitian membuktikan bahwa *perceived quality* dapat mempengaruhi minat beli dengan signifikan, sedangkan *product feature* dapat mempengaruhi minat beli dengan signifikan. Hal ini diperkuat dengan nilai thitung *Perceived Quality* (X1) sebesar 4,395 dan *Product Features* (X2) sebesar 5,541 dimana keduanya memiliki nilai lebih besar dari tabel yaitu sebesar 1,977.

Kata Kunci : *tote bag*, minat beli, *perceived quality*, *product feature*.

## ABSTRACT

TJOY is a business that runs in fashion field especially Tote Bags which was established in mid of 2018. The development of Indie fashion trend with the combination of Tote Bags also makes TJOY inspired to create effectiveness in community to carry goods. In creative industry that is increased year by year forces TJOY to do innovation frequently and keeps on developing. In competition of creative industry, TJOY also gets obstacle due to the competitors that have had brand image and the products are well known in Indonesia. Thus, TJOY considers some things such as perceived quality and product features. The purpose of this research is to find out the effect of perceived quality and product features on purchase intention of TJOY Tote Bag. The method that is used in this research is quantitative research. The sample that is used in this research is people of Surabaya City who are fourteen to twenty-five years old with economic income (allowance / salary) of upper middle class as many as 518,789 people in 2019 by using purposive sampling research technique. The result of the research proves that perceived quality can affect purchase intention significantly, while product features can affect purchase intention significantly. This thing is strengthened by the t calculation value of perceived quality (X1) as 4.395 and product features (X2) as 5.541, in which both of which have greater value from the table, that is as 1.977.

Keywords: *tote bag, purchase intention, perceived quality, product feature*