

ABSTRAK

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Judul : Pengaruh Kualitas Produk Dan Harga Terhadap Minat Beli
Produk Kopi Jago Pada Mahasiswa Universitas Mh. Thamrin Tahun
2026
xii + 92 hlm

Penelitian ini bertujuan untuk mengetahui apakah kualitas produk dan harga memberikan pengaruh terhadap minat beli produk Kopi Jago pada mahasiswa Universitas MH. Thamrin. Penelitian dilakukan dengan melibatkan 82 mahasiswa sebagai responden, dengan ketentuan bahwa mereka pernah membeli produk Kopi Jago minimal satu kali.

Metodologi penelitian yang digunakan adalah metode kuantitatif dengan pendekatan *Partial Least Square-Structural Equation Modeling (PLS-SEM)*. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan skala Likert, sedangkan analisis data dilakukan menggunakan aplikasi SmartPLS 3 untuk menguji hubungan antarvariabel penelitian.

Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap minat beli, sehingga H1 diterima. Harga juga berpengaruh positif dan signifikan terhadap minat beli, sehingga H2 diterima. Selanjutnya, kualitas produk dan harga mampu menjelaskan 41,6% variasi minat beli, sedangkan 58,4% sisanya dijelaskan oleh faktor lain di luar penelitian. Oleh karena itu, H3 diterima, yang menegaskan bahwa kualitas produk dan harga merupakan faktor penting dalam meningkatkan minat beli produk Kopi Jago pada mahasiswa Universitas MH. Thamrin.

Kata Kunci : Kualitas Produk, Harga, Minat Beli
Referensi : 20 buku, 23 jurnal, 3 skripsi, 2 situs web, 1 makalah (1998-2026)

Jakarta, 31 Juli 2026

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ABSTRACT

Name : Sandrina Azizzah Canaeya
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Title : *The Effect of Product Quality and Price on Purchase Intention of Kopi Jago Products Among Students of Universitas MH. Thamrin*

This study aims to determine the effect of Product Quality and Price on Purchase Intention toward Kopi Jago products among students of Universitas MH. Thamrin. The research sample consisted of 82 student respondents who had purchased Kopi Jago products at least once.

This study employed a quantitative research method using the Partial Least Square-Structural Equation Modeling (PLS-SEM) approach. The sample consisted of 82 students of Universitas MH. Thamrin who had previously purchased Kopi Jago products. Data were collected through a questionnaire using a five-point Likert scale and analyzed using SmartPLS 3 to examine the relationships among the research variables.

The results of this study indicate that product quality has a positive and significant effect on purchase intention; therefore, the first hypothesis (H1) is accepted. Price also has a positive and significant effect on purchase intention; therefore, the second hypothesis (H2) is accepted. Furthermore, product quality and price explain 41.6% of the variation in purchase intention, while the remaining 58.4% is explained by other factors outside the scope of this study. Therefore, the third hypothesis (H3) is accepted, indicating that product quality and price are important factors in increasing the purchase intention of Kopi Jago products among students of Universitas MH. Thamrin.

Keywords : Product Quality, Price, Purchase Intention
References : 20 books, 23 journals, 3 theses, 2 websites, 1 paper (1998-2026))

Jakarta, 31 July 2026

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