

ABSTRAK

PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP MINAT BELI KONSUMEN *JERSEY* PSS SLEMAN

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Penelitian ini bertujuan untuk mengetahui : (1) pengaruh harga dan kualitas produk terhadap minat beli konsumen *jersey* PSS Sleman, (2) pengaruh harga terhadap minat beli konsumen *jersey* PSS Sleman, (3) pengaruh kualitas produk terhadap minat beli konsumen *jersey* PSS Sleman. Populasi penelitian ini adalah terhadap konsumen yang datang di *sembada store*. Teknik pengambilan sampel menggunakan *accidental sampling*. Teknik pengumpulan data pada penelitian ini menggunakan kuesioner *online* (*google forms*) yang di peroleh sampel 100 responden. Teknik analisis data menggunakan program SPSS 20 dengan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa: (1) harga dan kualitas produk secara simultan berpengaruh terhadap minat beli konsumen, (2) harga berpengaruh terhadap minat beli, (3) kualitas produk berpengaruh terhadap minat beli.

Kata kunci : Harga, Kualitas Produk, dan Minat Beli.

ABSTRACT

**THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON
CONSUMERS' PURCHASE INTENTION OF PSS SLEMAN JERSEY**

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This study aims to determine: (1) the effect of price and product quality on consumers' purchase intention of PSS Sleman jersey, (2) the effect of price on consumers' purchase intention in PSS Sleman jersey, (3) the effect of product quality on consumers' purchase intention in PSS Sleman jersey. The population of this study were consumers' who came to the sembada store. The sampling technique used was accidental sampling. The data collection technique in this study used an online questionnaire (google forms) which obtained a sample from 100 respondents. Data analysis techniques used the SPSS 20 program with multiple linear regression analysis. The results showed that: (1) price and product quality simultaneously affect consumers' consumers' purchase intention of PSS Sleman jersey, (2) price affects consumers' purchase intention of PSS Sleman jersey, (3) product quality affects consumers' purchase intention of PSS Sleman jersey.

Keywords: Price, Product Quality, and Purchase Intention.