

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Citra, Harga dan Kualitas Layanan terhadap Minat Beli konsumen pada Sentra Ikan Hias Gunung Sari.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi penelitian adalah konsumen Sentra Ikan Hias Gunung Sari yang jumlah anggota populasinya besar dan tidak dapat diketahui sehingga disebut populasi infinit. Berdasarkan rumus Lemeshow didapatkan jumlah sampel sebanyak 100 orang. Teknik pengumpulan data menggunakan *self-report data* yang dilakukan dengan cara penyebaran kuesioner. Teknik analisis menggunakan analisis regresi linier berganda dengan bantuan program SPSS versi 25.

Hasil penelitian ini menunjukkan bahwa Citra berpengaruh signifikan terhadap Minat Beli, Harga berpengaruh signifikan terhadap Minat Beli dan Kualitas Layanan berpengaruh signifikan terhadap Minat Beli.

Kata kunci: Citra, Harga, Kualitas Layanan, Minat Beli Konsumen.

ABSTRACT

This research aimed to find out the effect of image, price, and service quality on the customers' purchasing intention at the Sentra Ikan Hias Gunung Sari.

The research was quantitative. Moreover, the population was customers at Sentra Ikan Hias Gunung Sari with the amount of the population was unknown (infinite population). Based on the Lemeshow formula it obtained 100 people as respondents. Furthermore, the data collection technique was self-report. The instrument in the data collection technique was a questionnaire. The questionnaires were distributed to the respondents. Additionally, the data analysis technique used multiple linear regressions with the SPSS (Statistical Product and Service Solution)

25 version.

The result showed that image had a significant effect on the purchasing intention at the Sentra Ikan Hias Gunung Sari. Similarly, the price had a significant effect on the purchasing intention at the Sentra Ikan Hias Gunung Sari. Likewise, service quality had a significant effect on the purchasing intention at the Sentra Ikan Hias Gunung Sari.

Keywords: *Image, Price, Service Quality, Customers' Purchasing Intention*



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