

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Layanan, Brand Image, dan Inovasi Produk terhadap minat beli pada Cafe Moeng di Surabaya. Populasi yang digunakan adalah konsumen yang telah berinteraksi dengan Cafe Moeng.

Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan analisis linear berganda. Teknik pengambilan sampel dalam penelitian ini adalah Purposive Sampling yaitu mereka yang pernah melakukan pembelian produk pada Cafe Moeng di Surabaya. Teknik pengumpulan data menyebar kuesioner secara online dengan menggunakan google form yang disebar. Teknik analisis data menggunakan SPSS Versi 29.0.

Hasil penelitian menunjukkan bahwa Kualitas Layanan berpengaruh positif dan signifikan terhadap Minat Beli pada Cafe Moeng di Surabaya, Brand Image berpengaruh positif dan signifikan terhadap Minat Beli pada Cafe Moeng di Surabaya dan Inovasi Produk berpengaruh positif dan tidak signifikan terhadap Minat Beli pada Cafe Moeng di Surabaya.

**Kata Kunci : Kualitas Layanan, Brand Image, Inovasi Produk dan Minat Beli.**



## ABSTRACT

*This research analyzes the effect of service quality, brand image, and product innovation on the purchasing interest at Moeng Cafe in Surabaya. The population consists of consumers who have purchased some products at Moeng Cafe.*

*The research applies quantitatively with a multiple linear analysis approach. Furthermore, the data collection technique used was purposive sampling, in which the sample was based on the criteria given. The instrument in the data collection technique was a questionnaire. The questionnaires were distributed online with Google Forms. Moreover, the data analysis technique used was SPSS 29.0.*

*The research shows that service quality has a positive and significant effect on the purchasing interest at Moeng Cafe in Surabaya. Likewise, brand image has a positive and significant effect on the purchasing interest at Moeng Cafe in Surabaya. On the other hand, product innovation has a positive but insignificant effect on the purchasing interest at Moeng Cafe in Surabaya.*

**Keywords:** *service quality, brand image, product innovation, purchasing interest, and Moeng Cafe*



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