

ABSTRAK

Beras SPHP merupakan program pemerintah yang bertujuan menjaga stabilitas pasokan dan harga pangan. Namun, meskipun ditawarkan dengan harga yang lebih terjangkau, preferensi konsumen terhadap beras SPHP di Kota Tanjungpinang belum optimal. Selain itu, masih terdapat kesenjangan penelitian mengenai peran minat beli sebagai variabel *intervening* dalam hubungan antara kualitas produk, citra merek, dan keputusan pembelian pada produk pangan bersubsidi. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan citra merek terhadap keputusan pembelian beras SPHP pada Perum BULOG di Kota Tanjungpinang melalui minat beli sebagai variabel *intervening*. Penelitian menggunakan pendekatan kuantitatif dengan populasi konsumen beras SPHP di Kota Tanjungpinang. Teknik pengambilan sampel menggunakan *purposive sampling* dan *incidental sampling* dengan sampel sebanyak 110 responden. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan *Structural Equation Modeling-Partial Least Square* (SEM-PLS) dengan bantuan *SmartPLS* 4.0. Hasil penelitian menunjukkan bahwa kualitas produk tidak berpengaruh signifikan terhadap keputusan pembelian, tetapi berpengaruh positif dan signifikan terhadap minat beli. Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian maupun minat beli, sedangkan minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian. Minat beli tidak mampu memediasi pengaruh kualitas produk terhadap keputusan pembelian, tetapi mampu memediasi pengaruh citra merek terhadap keputusan pembelian. Hasil penelitian ini memberikan implikasi bahwa strategi pemasaran Perum BULOG perlu diarahkan pada penguatan citra merek sebagai upaya meningkatkan minat beli dan keputusan pembelian beras SPHP.

Kata Kunci: Kualitas Produk, Citra Merek, Minat Beli, Keputusan Pembelian.

ABSTRACT

SPHP rice is a government program aimed at maintaining food supply and price stability. However, despite being offered at an affordable price, consumer preference for SPHP rice in Tanjungpinang City remains suboptimal. In addition, there is still a research gap regarding the role of purchase intention as an intervening variable in the relationship between product quality, brand image, and purchasing decisions for subsidized food products. This study aims to analyze the influence of product quality and brand image on purchasing decisions for SPHP rice at Perum BULOG in Tanjungpinang City through purchase intention as an intervening variable. This study employed a quantitative approach, with SPHP rice consumers in Tanjungpinang City as the population. The sampling technique used purposive sampling and incidental sampling, resulting in a total sample of 110 respondents. Data were collected through questionnaires and analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS 4.0. The results indicate that product quality has no significant effect on purchasing decisions but has a positive and significant effect on purchase intention. Brand image has a positive and significant effect on both purchasing decisions and purchase intention, while purchase intention has a positive and significant effect on purchasing decisions. Purchase intention does not mediate the effect of product quality on purchasing decisions but successfully mediates the effect of brand image on purchasing decisions. The findings imply that Perum BULOG should focus its marketing strategy on strengthening its brand image to enhance consumers' purchase intention and purchasing decisions for SPHP rice.

Keywords: Product Quality, Brand Image, Purchase Intention, Purchasing Decision.