

## ABSTRAK

Ryan Gunawan,2023: Pengaruh Kualitas Minat Beli, Pelayanan dan Harga Terhadap Keputusan Pembelian Pada UMKM Citra Sari Dikota Tanjung Pinang.

Dosen Pembimbing: Hj. Iranita, S.E., M.Si. dan  
Roni Kurniawan, S.Sos., M.Si.

Penelitian ini bertujuan untuk menjelaskan Pengaruh Kualitas Minat Beli, Pelayanan dan Harga Terhadap Keputusan Pembelian Pada UMKM Citra Sari Dikota Tanjung Pinang, Populasi dalam penelitian ini adalah seluruh konsumen yang pernah melakukan pembelian pada UMKM Citra Sari dikota Tanjung Pinang. Pengambilan sampel dengan menggunakan teknik purposive dan sampel insidental. Jenis penelitian ini adalah penelitian kuantitatif pada kuesioner dilakukan tesvalidasi dan reliabilitas. Data di analisis dengan regresi linear Berganda, termasuk uji t, uji F. pengujian hipotesis penelitian dilakukan menggunakan software SPSS versi 26. Hasil penelitian menunjukkan bahwa secarparsial variabel system kualitas minat beli (X1), Pelayanan (X2), dan harga (X3) berpengaruh secara signifikan keputusan pembelian (Y). Hasil uji F dapat nilai F hitung 84,988 dengan F tabel 32,047. Mengidentifikasi bahwa variabel keputusan pembelian, harga kualitas minat beli berpengaruh signifikan terhadap variabel Y. berdasarkan uji koepisien determinasi didapat sebesar 54% variabel keputusan pembelian (Y) dipengaruhi oleh variabel kualitas minat beli (X1) pelayanan (X2) dan harga (X3). Sisanya 46% dipengaruhi oleh faktor lainnya yang tidak bisa dijelaskan dalam penelitian ini.

**Kata Kunci:** Pengaruh Kualitas Minat Beli, Pelayanan dan Harga Terhadap Keputusan Pembelian

## **ABSTRACT**

Ryan Gunawan,2023: *Influence of Quality on Purchase Interest, Service and Price Regarding Purchasing Decisions at Citra Sari MSMEs In the city of Tanjung Pinang*  
Supervisor : *Hj. Iranita, S.E., M.Si. and  
Roni Kurniawan, S.Sos., M.Si.*

*This research aims to explain the influence of the quality of purchasing interest, service and price on purchasing decisions at Citra Sari MSMEs in the city of Tanjung Pinang. The population in this study is all consumers who have made purchases at Citra Sari MSMEs in the city of Tanjung Pinang. Sampling was taken using purposive techniques and incidental samples. This type of research is quantitative research on questionnaires carried out validation and reliability tests. The data were analyzed using multiple linear regression, including the t test, F test. Research hypothesis testing was carried out using SPSS version 26 software. The results of the study showed that partially the system variables, quality, purchase interest (X1), service (X2), and price (X3) had an effect. significantly purchasing decisions (Y). The F test results obtained a calculated F value of 84.988 with an F table of 32.047. Identifying that the purchasing decision variable, price, quality of purchasing interest, has a significant effect on variable Y. Based on the coefficient of determination test, it was found that 54% of the purchasing decision variable (Y) was influenced by the variable quality of purchasing interest (X1), service (X2) and price (X3). The remaining 46% is influenced by other factors that cannot be explained in this study.*

**Keywords:** *Influence of Quality of Purchase Interest, Service and Price on Buying decision*