

ABSTRAK

MADHURI NAFASYA SUSWANDA. *Persepsi Konsumen Terhadap Minat Beli Produk Matahari Department Store Di Citimall Kota Dumai*. Dibimbing oleh ASMARA WILDANI PASARIBU, S.Sos, MM dan Dr. HENDRA, S.E, M.Si.

Penelitian ini bermaksud untuk mengetahui pengaruh persepsi harga produk, persepsi kualitas produk dan persepsi gaya hidup terhadap minat beli produk Matahari Department Store di Citimall kota Dumai. Analisis regresi berganda dengan menghasilkan $Y = a + b_1X_1 + b_2X_2 + b_3X_3$, $Y = -474 + 0,299X_1 + 0,348X_2 + 0,412X_3$. Berdasarkan hasil uji t, persepsi harga produk, persepsi kualitas produk, dan persepsi gaya hidup berpengaruh signifikan secara parsial terhadap niat konsumen untuk membeli barang dari Matahari Department Store Citimall Dumai, masing-masing variabel bebas (persepsi harga produk, persepsi kualitas produk, dan persepsi gaya hidup) memiliki nilai t sig lebih kecil dari 0,05. Dari hasil uji F dapat dijelaskan bahwa persepsi harga produk, persepsi kualitas produk dan persepsi gaya hidup secara simultan berpengaruh signifikan terhadap minat beli konsumen di Matahari Department Store Citimall kota Dumai, dimana nilai F signifikan $0,00 < 0,05$. Berdasarkan hasil analisis koefisien determinasi, dapat disimpulkan bahwa Persepsi Harga produk, Persepsi Kualitas produk, dan Persepsi Gaya Hidup mempengaruhi minat beli konsumen di Citimall kota Dumai sebesar 49,0% sedangkan sisanya 51,0% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci: Persepsi Konsumen, Minat Beli Konsumen

ABSTRACT

MADHURI NAFASYA SUSWANDA. *Consumer Perceptions of Interest in Buying Matahari Department Store Products at Citimall, Dumai City. Supervised by ASMARA WILDANI PASARIBU, S.Sos, MM and Dr. HENDRA, S.E, M.Sc.*

*This study aims to determine the effect of product price perceptions, product quality perceptions and lifestyle perceptions on purchase intention of Matahari Department Store products at Citimall, Dumai City. From the data analysis obtained multiple regression analysis $Y = a + b_1X_1 + b_2X_2 + b_3X_3$, $Y = -474 + 0,299X_1 + 0,348X_2 + 0,412X_3$. From the *t* test it can be explained that perceptions of product prices, perceptions of product quality and perceptions of lifestyle partially have a significant effect on the intention to buy Matahari Department store products at Citimall Dumai city, where each independent variable (Perception of Product Price, Product Quality and Lifestyle) has a *t* sig value <0.05 . From the results of the *F* test it can be explained that Perceived Product Price, Perceived Product Quality and Perceived Lifestyle simultaneously have a significant effect on consumer buying interest at Matahari Department Store Citimall, Dumai City, where the *F* value is significant at $0.00 < 0.05$. Based on the results of the analysis of the coefficient of determination, it can be explained that Perceived product prices, Perceived product quality, and Perceived Lifestyle influence consumer buying interest in Citimall Dumai city by 49.0% while the remaining 51.0% is influenced by other variables that were not examined in the study This.*

Keywords: Consumer Perception, Consumer Purchase Intention