

ABSTRACT

This study aims to obtain evidence empirically about the influence of perception of quality, price perceptions and risk perceptions of purchasing intention (case studies on Xiaomi smartphone consumers in Jakarta). This research uses quantitative method and the population is obtained from Xiaomi smartphone users in Jakarta and the sample is 100 respondents using purposive sampling method and the analysis using multiple linear regression method with statistical software tool SPSS version 23.

The results of this study include: (1) There is a positive and significant influence of quality perception on consumer buying interest Xiaomi customers in Jakarta, (2) There is a positive and significant influence of price perception on consumer buying interest Xiaomi customers in Jakarta, (3) And a significant perception of risk to consumer buying interest in Xiaomi customers in Jakarta.

Keywords: Purchase Intention, Perceived Quality, Perceived Price, and Perceived Risk

ABSTRAK

Penelitian ini bertujuan untuk memperoleh bukti secara empiris tentang pengaruh persepsi kualitas, persepsi harga dan persepsi resiko terhadap minat beli (studi kasus pada konsumen *smartphone* Xiaomi di Jakarta). Penelitian ini menggunakan metode kuantitatif dan populasinya diperoleh dari pengguna *smartphone* Xiaomi di Jakarta dan sampelnya berjumlah 100 responden menggunakan metode *purpose sampling* serta analisisnya menggunakan metode analisis regresi linier berganda dengan alat bantu software statistika SPSS versi 23.

Hasil penelitian ini meliputi : (1) Terdapat pengaruh yang positif dan signifikan persepsi kualitas terhadap minat beli konsumen *smartphone* Xiaomi di Jakarta, (2) Terdapat pengaruh yang positif dan signifikan persepsi harga terhadap minat beli konsumen *smartphone* Xiaomi di Jakarta, (3) Terdapat pengaruh yang negatif dan signifikan persepsi resiko terhadap minat beli konsumen *smartphone* Xiaomi di Jakarta.

Kata Kunci : Minat Beli, Persepsi Kualitas, Persepsi Harga, dan Persepsi Resiko