

ABSTRAK

Penelitian ini bertujuan untuk menganalisis persepsi harga, promosi dan kualitas makanan terhadap minat beli Shihlin Taiwan *Street Snacks*. Populasi dalam penelitian ini adalah konsumen Shihlin Taiwan *Street Snacks* di Jakarta. Sampel yang digunakan sebanyak 175 responden, dihitung berdasarkan rumus *Hair*. Teknik pengambilan sampel yang menggunakan *purposive sampling*. Metode pengambilan sampel menggunakan metode survei, dengan instrument penelitian adalah kuesioner. Metode analisis data menggunakan *Partial Least Square*. Penelitian ini membuktikan bahwa Persepsi harga berpengaruh positif dan signifikan terhadap Minat Beli. Promosi berpengaruh positif dan signifikan terhadap minat beli. Kualitas makanan berpengaruh positif dan signifikan terhadap minat beli.

Kata Kunci: persepsi harga, promosi, kualitas makanan, minat beli



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ABSTRACT

This study aims to identify the effect of perception of price, promotion and food quality on the customer buying interest Shihlin Taiwan Street Snacks. The population in the study is Shihlin Taiwan Street Snacks consumers in Jakarta. The sample use was 175 respondents. Calculated based on the Hair formula. The sampling technique used was purposive sampling. The data analysis method using Partial Least Square. This Study proves that perception of price has positive and significant effect on buying interest. Promotion has positive and significant effect on buying interest. Food quality has positive and significant effect on buying interest.

Keyword: perception of price, promotion, food quality, buying interes

