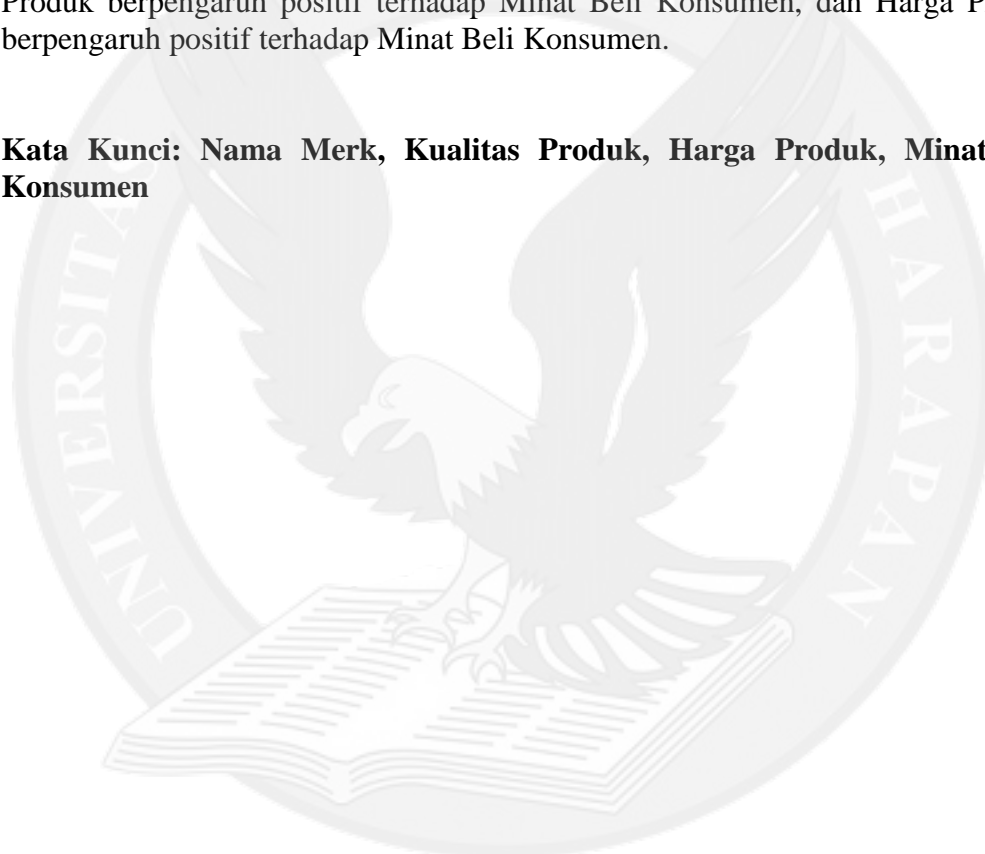


ABSTRAK

Penelitian ini dilakukan untuk mengetahui hubungan antara Nama Merek, Kualitas Produk, dan Harga Produk terhadap Minat Beli Konsumen di *The Coffee Bean & Tea Leaf Summarecon Mall Serpong*. Analisis deskriptif dan pengujian hipotesis asosiatif kuantitatif digunakan dalam penelitian ini. Untuk menjawab pertanyaan penelitian, digunakan horizon waktu *one-shot (cross-sectional)*. Unit analisis yang digunakan adalah individu dan lingkungan setting nyata. Data yang digunakan pada penelitian ini dikumpulkan melalui instrumen berupa kuesioner elektronik yaitu *Google Form*, dengan jumlah sampel 257 responden yang menjadi pelanggan *The Coffee Bean & Tea Leaf*. Penelitian ini menggunakan metode analisa *Statistical Package for the Social Sciences (SPSS)*. Hasil dari penelitian ini menunjukkan bahwa Nama Merek berpengaruh positif terhadap Minat Beli Konsumen, Kualitas Produk berpengaruh positif terhadap Minat Beli Konsumen, dan Harga Produk berpengaruh positif terhadap Minat Beli Konsumen.

Kata Kunci: Nama Merk, Kualitas Produk, Harga Produk, Minat Beli Konsumen



ABSTRACT

This research was conducted to determine the relationship between brand's name, product quality and product price on consumer's purchase intention at The Coffee Bean & Tea Leaf Summarecon Mall Serpong. Descriptive analysis and quantitative associative hypothesis testing were used in the research. To answer research questions, a one-shot (cross-sectional) time horizon is used. The unit of analysis used is the individual and real setting environment. The data used in this study were collected through an instrument in the form of an electronic questionnaire, namely Google Form, with a sample size of 257 respondents who are customers of The Coffee Bean & Tea Leaf. This study uses the Statistical Package for the Social Sciences (SPSS) analysis method. The results of this study indicate that brand name has a positive effect on consumer purchase intention, product quality has a positive effect on consumer purchase intention, and product price has a positive effect on consumer purchase intention.

Key Words: Brand Name, Product Quality, Product Price, Consumer Purchase Intention

