

PENGARUH HARGA DAN KETERSEDIAAN PRODUK TERHADAP MINAT BELI MAHASISWA DI KANTIN TELENG 20X SINGARAJA

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ABSTRAK

Penelitian ini memiliki tujuan mengetahui pengaruh harga dan ketersediaan produk bagi minat beli mahasiswa di Kantin Teleng 20x Singaraja. Jenis studi ini termasuk penelitian Kausal dan jenis data yang digunakan bersifat kuantitatif. Teknik mengumpulkan data dilaksanakan melalui penggunaan metode kuesioner. Sampel yang digunakan yaitu 96 responden mahasiswa Universitas Pendidikan Ganesha. Teknik mengambil sampel dengan *purpsive sampling*. Teknik analisis data yang digunakan yaitu analisis regresi linear berganda, uji hipotesis t, uji hipotesis f. Hasil studi inipun memberi bukti bahwasanya harga dan ketersediaan produk menyumbang pengaruh positif signifikan bagi minat beli baik parsial maupun simultan. Inipun bisa diperhatikan melalui hasil regresi linear berganda dengan nilai X1 senilai 0,297 yang bermakna semakin terjangkau harga otomatis makin meningkat minat beli. Kemudian perolehan dari X2 sebesar 0,465 bermakna makin meningkatnya ketersediaan produk otomatis makin naik pula minat beli. Output uji t variabel harga mempunyai nilai signifikan sebanyak $0,000 < 0,05$, bermakna diterimanya H1 dan hasil uji t variabel ketersediaan produk bernilai signifikan senilai $0,000 < 0,05$ yang bermakna diterimanya H2, serta hasil uji f memperlihatkan hasil signnifikansi senilai $0,000 < 0,05$ yang bermakna H3 diterima.

Kata kunci: Harga, Ketersediaan Produk, Minat beli

ABSTRACT

This research aims to determine the influence of price and product availability on students' buying interest in the Teleng 20x Singaraja Canteen. This type of study includes causal research and the type of data used is quantitative. The data collection technique was carried out through the use of the questionnaire method. The sample used was 96 respondents from Ganesha University of Education students. The technique for taking samples is purposive sampling. The data analysis techniques used are multiple linear regression analysis, t hypothesis test, f hypothesis test. The results of this study also provide evidence that product price and availability contribute a significant positive influence on purchase intention, both partially and simultaneously. This can also be seen through the results of multiple linear regression with an X1 value of 0.297, which means that the more affordable the price, the more buying interest will automatically increase. Then the gain from X2 of 0.465 means that as product availability increases, buying interest automatically increases. The t test output of the price variable has a significant value of $0.000 < 0.05$, meaning that H1 is accepted and the t test results of the product availability variable have a significant value of $0.000 < 0.05$, which means that H2 is accepted, and the f test results show a significance result of $0.000 < 0.05$ which means H3 is accepted.

Keywords: Price, Product Availability, Purchase Interest

