

Wiwin, Ni Komang Ayu (2026), Pengaruh Persepsi Harga, Kualitas Produk dan Promosi terhadap Minat Beli di Tefa Smensimart SMKN 1 Singaraja, Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: persepsi harga, kualitas produk, promosi, minat beli.

### **Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi harga, kualitas produk, dan promosi terhadap minat beli siswa di SMENSIMART SMKN 1 Singaraja. Penelitian menggunakan metode kuantitatif dengan desain kausal serta melibatkan 190 responden yang dipilih melalui teknik *purposive sampling*. Data penelitian dikumpulkan menggunakan kuesioner dengan skala Likert.

Analisis data dilakukan menggunakan regresi linear berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa persepsi harga, kualitas produk, dan promosi secara simultan berpengaruh positif dan signifikan terhadap minat beli siswa. Secara parsial, ketiga variabel juga terbukti memiliki pengaruh positif dan signifikan terhadap minat beli.

Berdasarkan hasil penelitian, kualitas produk merupakan variabel yang paling dominan dalam memengaruhi minat beli siswa. Nilai koefisien determinasi sebesar 69,7% menunjukkan bahwa persepsi harga, kualitas produk, dan promosi mampu menjelaskan sebagian besar variasi minat beli siswa, sedangkan sisanya dipengaruhi oleh variabel lain di luar penelitian ini. Kata kunci: persepsi harga, kualitas produk, promosi, minat beli.



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*This thesis has been reviewed and approved by Supervisor I: Dr. Ni Made Ary Widiastini, and Supervisor II: Prof. Putu Indah Rahmawati.*

*Keywords: price perception, product quality, promotion, purchase intention.*

### **Abstract**

*This study aims to determine the influence of price perception, product quality, and promotion on students' purchase intention at SMENSIMART of SMKN 1 Singaraja. The study employed a quantitative method with a causal research design and involved 190 respondents selected through purposive sampling technique. The research data were collected using a Likert-scale questionnaire.*

*Data analysis was conducted using multiple linear regression with the assistance of SPSS. The results showed that price perception, product quality, and promotion simultaneously had a positive and significant influence on students' purchase intention. Partially, all three variables were also proven to have a positive and significant influence on purchase intention.*

*Based on the findings, product quality was identified as the most dominant variable influencing students' purchase intention. The coefficient of determination value of 69.7% indicated that price perception, product quality, and promotion were able to explain most of the variation in students' purchase intention, while the remaining percentage was influenced by other variables outside the scope of this study..*

