

PENGARUH PROMOSI DAN PERSEPSI KUALITAS PRODUK TERHADAP MINAT BELI ENDEK BALI PADA BUTIK WARNA BALI DI KOTA SINGARAJA

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ABSTRAK

Penelitian kuantitatif ini bertujuan untuk mengkaji dan menganalisis pengaruh promosi dan persepsi kualitas produk terhadap minat beli Endek Bali pada Butik Warna Bali di Kota Singaraja, baik secara parsial maupun simultan. Desain penelitian yang digunakan adalah penelitian kausal kuantitatif dengan subjek penelitian yaitu konsumen atau masyarakat yang mengenal produk Endek Bali pada Butik Warna Bali di Kota Singaraja. Ruang lingkup penelitian ini mencakup variabel promosi dan persepsi kualitas produk dalam kaitannya dengan peningkatan minat beli konsumen terhadap produk Endek Bali. Penentuan sampel dilakukan menggunakan teknik *purposive sampling* dengan melibatkan sejumlah 170 responden yang memenuhi kriteria penelitian. Data primer dikumpulkan melalui penyebaran kuesioner terstruktur kepada responden, sedangkan metode analisis data yang digunakan untuk menguji hipotesis penelitian adalah analisis regresi linier berganda dengan bantuan perangkat lunak statistik. Hasil penelitian menunjukkan bahwa secara simultan variabel promosi dan persepsi kualitas produk berpengaruh positif dan signifikan terhadap minat beli Endek Bali pada Butik Warna Bali di Kota Singaraja. Secara parsial, promosi berpengaruh positif dan signifikan terhadap minat beli, yang menunjukkan bahwa kegiatan promosi yang menarik dan efektif mampu meningkatkan ketertarikan konsumen untuk membeli produk Endek Bali. Selain itu, persepsi kualitas produk juga berpengaruh positif dan signifikan terhadap minat beli, yang berarti semakin baik persepsi konsumen terhadap kualitas produk, maka semakin tinggi pula minat konsumen untuk melakukan pembelian. Hasil penelitian mengindikasikan bahwa Butik Warna Bali perlu mengoptimalkan promosi, khususnya melalui media digital dan program promosi yang menarik, serta menjaga kualitas produk secara konsisten agar minat beli konsumen terus meningkat. Selain itu, penelitian selanjutnya disarankan mempertimbangkan variabel lain yang dapat memengaruhi minat beli.

Kata kunci: minat beli, persepsi kualitas produk, dan promosi.

**THE INFLUENCE OF PROMOTION AND PERCEIVED PRODUCT
QUALITY ON PURCHASE INTENTION OF BALINESE ENDEK FABRIC
AT WARNA BALI BOUTIQUE IN SINGARAJA CITY**

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ABTRACT

This quantitative study aims to examine and analyze the effect of promotion and perceived product quality on consumers' purchase intention toward Balinese Endek fabric at Warna Bali Boutique in Singaraja City, both partially and simultaneously. The research employed a quantitative causal research design, with the research subjects consisting of consumers and members of the public who are familiar with Balinese Endek products offered by Warna Bali Boutique in Singaraja City. The scope of this study covers the variables of promotion and perceived product quality in relation to enhancing consumers' purchase intention toward Balinese Endek products. The sample was determined using a purposive sampling technique, involving respondents who met the predetermined research criteria. Primary data were collected through the distribution of structured questionnaires, while the research hypotheses were tested using multiple linear regression analysis with the assistance of statistical software. The findings indicate that, simultaneously, promotion and perceived product quality have a positive and significant effect on consumers' purchase intention toward Balinese Endek products at Warna Bali Boutique in Singaraja City. Partially, promotion has a positive and significant effect on purchase intention, indicating that attractive and effective promotional activities can increase consumers' interest in purchasing Balinese Endek products. Furthermore, perceived product quality also has a positive and significant effect on purchase intention, implying that the more favorable consumers perceive the quality of the product, the greater their intention to purchase it. The findings suggest that Warna Bali Boutique should optimize its promotional strategies, particularly through digital media and engaging promotional programs, while consistently maintaining product quality to further enhance consumers' purchase intention. In addition, future research is recommended to consider other variables that may influence purchase intention.

Keywords: *purchase intention, perceived product quality, and promotion.*