

## ABSTRAK

**SYAHRUL SYAM SABIR. 2026, Pengaruh Harga, Citra Merek dan Pelayanan terhadap Minat Beli Konsumen Warkop Inimo D’Cafe Kabupaten Takalar. Skripsi. Jurusan Manajemen. Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing Oleh Buyung Romadhoni dan Asri Jaya.**

Penelitian ini bertujuan untuk menganalisis pengaruh harga, citra merek, dan pelayanan terhadap minat beli konsumen pada Warkop Inimo D’Cafe. Penelitian ini menggunakan pendekatan kuantitatif asosiatif dengan jumlah sampel sebanyak 180 responden yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan dengan regresi linear berganda disertai uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa secara parsial harga berpengaruh positif dan signifikan terhadap minat beli konsumen (Sig. 0,002;  $\beta = 0,153$ ), citra merek berpengaruh positif dan signifikan (Sig. 0,000;  $\beta = 0,371$ ), serta pelayanan berpengaruh positif dan signifikan dengan pengaruh paling dominan (Sig. 0,000;  $\beta = 0,393$ ). Secara simultan, harga, citra merek, dan pelayanan berpengaruh signifikan terhadap minat beli konsumen (F hitung = 41,328; Sig. 0,000).

Nilai R Square sebesar 0,413 menunjukkan bahwa 41,3% variasi minat beli konsumen dapat dijelaskan oleh ketiga variabel tersebut. Penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi pihak Warkop Inimo D’Cafe dalam meningkatkan minat beli konsumen melalui strategi harga, penguatan citra merek, dan peningkatan kualitas pelayanan.

**Kata Kunci:** Harga, Citra Merek, Pelayanan, Minat Beli.

## ABSTRACT

**SYAHRUL SYAM SABIR. 2026. *The Effect of Price, Brand Image, and Service Quality on Consumers' Purchase Intention at Warkop Inimo D'Cafe, Takalar Regency.* Undergraduate Thesis. Department of Management, Faculty of Economics and Business, Universitas Muhammadiyah Makassar. Guided by Buyung Romadhoni and Asri Jaya.**

*This study aims to analyze the effect of price, brand image, and service quality on consumers' purchase intention at Warkop Inimo D'Cafe. This research employs a quantitative associative approach with a sample of 180 respondents selected using purposive sampling technique. Data analysis was conducted using multiple linear regression supported by t-test, F-test, and coefficient of determination. The results indicate that price has a positive and significant effect on purchase intention (Sig. 0.002;  $\beta = 0.153$ ). Brand image also has a positive and significant effect (Sig. 0.000;  $\beta = 0.371$ ). Service quality has a positive and significant effect and is the most dominant variable influencing purchase intention (Sig. 0.000;  $\beta = 0.393$ ). Simultaneously, price, brand image, and service quality have a significant effect on consumers' purchase intention (F-value = 41.328; Sig. 0.000).*

*The R Square value of 0.413 indicates that 41.3% of the variation in purchase intention can be explained by the three independent variables, while the remaining 58.7% is influenced by other factors outside the research model. This study is expected to serve as a consideration for Warkop Inimo D'Cafe management in increasing consumers' purchase intention through appropriate pricing strategies, strengthening brand image, and improving service quality.*

**Keywords:** Price, Brand Image, Service Quality, Purchase Intention.