

ABSTRAK

DARNI, Tahun 2019 Pengaruh Lokasi, Keragaman produk dan Harga terhadap Minat Beli Konsumen pada Giant Ekspres Alauddin Makassar, Skripsi Program Studi Manajemen Fakultas dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh *Pembimbing I* Andi Mappatempo dan *Pembimbing II* Asri Jaya.

Penelitian ini bertujuan untuk mengetahui apakah lokasi, keragaman produk, dan harga berpengaruh terhadap minat beli konsumen. Populasi dalam penelitian ini adalah seluruh konsumen yang berbelanja di Giant Ekspres Alauddin Makassar.

Dalam penelitian ini data dikumpulkan melalui metode kuesioner terhadap 100 responden yang diperoleh dengan menggunakan teknik *non-probability sampling* yaitu teknik *sampling incidental*. Kemudian dilakukan analisis terhadap data-data yang diperoleh berupa analisis kuantitatif. Analisis kuantitatif meliputi uji validitas dan realibilitas, uji hipotesis lewat uji F dan uji t serta uji analisis determinasi (R^2). Teknik analisis data yang digunakan adalah analisis regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa lokasi tidak berpengaruh signifikan terhadap minat beli konsumen, keragaman produk berpengaruh signifikan terhadap minat beli, dan harga berpengaruh signifikan terhadap minat beli konsumen.

Kata kunci : Lokasi, Keragaman produk, dan harga

ABSTRACT

DARNI, 2019 aimed to find out whether location, diversity of product and riches consumer who shop at giant express Alauddin Makassar, Thesis Faculty of Economic and Business Department of Accounting Muhammadiyah University of Makassar. Guided by supervisor Andi Mappatempo and Advisor II Asri Jaya.

In this study aimed to find out whether location, diversity of product and riches consumer who shop at giant express Alauddin Makassar.

In this study, data were collected using questionnaires to 100 respondents were obtained using non-probability sampling technique that is incidental sampling technique. Then analysis includes the validity and reliability, the classic assumption test, test hypotheses using F test and t test and analysis test, the coefficient of determination (R²). The data analysis technique used multiple linear regression analysis.

The result of study showed that the location, product diversity, and price simultaneously had the significant effect to the consumer buying interest. Partial test result showed that the location had no significant effect, whereas the diversity of product, the prices had a positive and significant impact to the consumer buying interest. The most influential factor is the dominant variable price.

Keywords: location, product diversity, and price

