

ABSTRACT

Deajeng Pratanti, NPM: 71200312051, The Influence of Product Quality on Interest in Buying a Honda Vario Motorcycle (Study of Students at the Faculty of Economics and Business, UISU Medan). Supervised by Dr. Tengku Ahmad Helmi, S.E., M.Si as Supervisor I and Hj. Iriani, S.E., M.Si as Supervisor II, Thesis-2024.

The aim of this research is to determine and analyze the influence of product quality (performance (X_1), product diversity (X_2), reliability (X_3), suitability (X_4), durability (X_5), serviceability (X_6), aesthetics (X_7), quality perceived (X_8)) on interest in buying a Honda Vario motorbike among students at the Faculty of Economics and Business, UISU Medan. This research is quantitative descriptive. Data collection techniques were carried out through interviews, questionnaires and documentation studies. The sample in this study was 92 employees. Variables are measured using a Likert scale. Hypothesis testing uses multiple linear regression analysis via the F test and t test.

The test results simultaneously show that product quality (performance (X_1), product diversity (X_2), reliability (X_3), suitability (X_4), durability (X_5), serviceability (X_6), aesthetics (X_7), perceived quality (X_8)) has a positive and significant effect on the variable interest in buying Honda Vario motorcycles in students of the Faculty of Economics and Business of the Medan UISU, the coefficient of determination of 0.658 or 65.8%. Partially, product quality (performance (X_1)) has a positive and significant effect on interest in buying a Honda Vario motorbike. Product quality (product diversity (X_2)) has a positive and significant effect on interest in purchasing Honda Vario motorbikes. Product quality (reliability (X_3)) has a positive and is not significant on interest in buying a Honda Vario motorbike. Product quality (suitability (X_4)) has a positive and significant effect on interest in buying a Honda Vario motorbike. Product quality (durability or durability (X_5)) has a positive and significant effect on interest in buying a Honda Vario motorbike. Product quality (service capability (X_6)) has a negative and significant effect on interest in buying a Honda Vario motorbike. Product quality (aesthetics (X_7)) has a negative and significant effect on interest in buying a Honda Vario motorbike. Product quality (perceived quality (X_8)) has a positive and is not significant on the interest in purchasing Honda Vario motorbikes among FEB UISU students.

Keywords: *product quality: performance, product diversity, reliability, suitability, durability, serviceability, aesthetics, perceived quality, interest buying*

ABSTRAK

Deajeng Pratanti, NPM: 71200312051, Pengaruh Kualitas Produk Terhadap Minat Beli Sepeda Motor Honda Vario (Studi Pada Mahasiswa Fakultas Ekonomi Dan Bisnis UISU Medan). Dibimbing oleh Dr. Tengku Ahmad Helmi, S.E., M.Si sebagai Pembimbing I dan Hj. Iriani, S.E., M.Si sebagai Pembimbing II, Skripsi-2024.

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh kualitas produk (*kinerja (X_1), keragaman produk (X_2), keandalan (X_3), kesesuaian (X_4), ketahanan (X_5), kemampuan pelayanan (X_6), estetika (X_7), kualitas yang dipersepsikan (X_8)*) terhadap minat beli sepeda motor Honda Vario pada mahasiswa Fakultas Ekonomi dan Bisnis UISU Medan. Penelitian ini merupakan penelitian deskriptif kuantitatif. Teknik pengumpulan data dilakukan melalui wawancara, daftar pertanyaan (*questionnaire*) dan studi dokumentasi. Sampel dalam penelitian ini sebanyak 92 orang pegawai. Variabel diukur dengan skala Likert. Pengujian hipotesis menggunakan analisis regresi linear berganda melalui uji F dan uji t.

Hasil uji secara serempak menunjukkan bahwa kualitas produk (*kinerja (X_1), keragaman produk (X_2), keandalan (X_3), kesesuaian (X_4), ketahanan (X_5), kemampuan pelayanan (X_6), estetika (X_7), kualitas yang dipersepsikan (X_8)*) berpengaruh positif dan signifikan terhadap variabel minat beli sepeda motor Honda Vario pada mahasiswa Fakultas Ekonomi dan Bisnis UISU Medan nilai koefisien determinasi sebesar 0,658 atau 65,8%. Secara parsial, Kualitas produk (*kinerja (X_1)*) berpengaruh positif dan signifikan terhadap minat beli sepeda motor Honda Vario. Kualitas produk (*keragaman produk (X_2)*) berpengaruh positif dan signifikan terhadap minat beli sepeda motor Honda Vario. Kualitas produk (*keandalan (X_3)*) berpengaruh positif dan tidak signifikan terhadap minat beli sepeda motor Honda Vario. Kualitas produk (*kesesuaian (X_4)*) berpengaruh positif dan signifikan terhadap minat beli sepeda motor Honda Vario. Kualitas produk (*ketahanan atau daya tahan (X_5)*) berpengaruh positif dan signifikan terhadap minat beli sepeda motor Honda Vario. Kualitas produk (*kemampuan pelayanan (X_6)*) berpengaruh negatif dan signifikan terhadap minat beli sepeda motor Honda Vario. Kualitas produk (*estetika (X_7)*) berpengaruh negatif dan signifikan terhadap minat beli sepeda motor Honda Vario. Kualitas produk (*kualitas yang dipersepsikan (X_8)*) berpengaruh positif dan tidak signifikan terhadap minat beli sepeda motor Honda Vario pada mahasiswa FEB UISU.

Kata kunci : kualitas produk: kinerja, keragaman produk, keandalan, kesesuaian, ketahanan, kemampuan pelayanan, estetika, kualitas yang dipersepsikan, minat beli