

## ABSTRAK

**Ricky Liangan. Pengaruh Kualitas Produk Terhadap Minat Beli Ulang Produk Elektronik di Toko Sinar Mutiara Kota Gorontalo. di bawah bimbingan Tineke Wolok, ST.,MM dan Idris Yanto Niode, S.Pd., M.Si.**

Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas produk terhadap minat beli ulang produk elektronik di Toko Sinar Mutiara Kota Gorontalo. Penelitian ini dilakukan 4 bulan yaitu Februari sampai Mei 2014. Metode pengambilan sampel adalah *Non probability* dengan teknik yang dilakukan secara *accidental sampling*.

Hasil pengujian Instrumen validitas menunjukkan  $r_{hitung} > r_{tabel}$  artinya valid dan reliabilitas berada diatas 0,6 artinya reliabel. Adapun hasil penelitian menunjukkan analisis regresi berganda yaitu,  $Y = \alpha + \beta X + \epsilon = 1,831 + 0,519X$ . Hasil uji t menunjukkan variabel kualitas produk berpengaruh positif signifikan terhadap Minat Beli Konsumen. Hasil uji F menunjukkan bahwa  $F_{hitung} > F_{tabel}$  dengan signifikansi 0,000 artinya model yang ditawarkan *Fit* atau model yang digunakan dapat memprediksi masalah dalam penelitian ini. Koefesien Korelasi kualitas produk mempunyai hubungan kuat dengan variabel dependent. Adapun koefisien determinasi ( $R^2$ ) menunjukkan besarnya kontribusi 0,387 atau 38,7% dari kualitas produk terhadap minat beli konsumen, sedangkan sisanya yaitu 0,613 atau 61,3% berupa kontribusi dari faktor-faktor lain yang tidak diteliti seperti Citra Merek, Kualitas Pelayanan, Lokasi Usaha, bauran harga, promosi dan lain-lain.

**Kata kunci: Kualitas produk dan Minat Beli .**

## ABSTRACT

**Ricky Liangan. The Effect of product Quality toward repurchasing product interest at Sinar Mutira Elektronik Shop of Gorontalo City, Supervisor was Tineke Wolok. ST., MM, and Co-Supervisor was Idris Yanto Niode, S.Pd., M.Si.**

This research was to investigate the effect of product quality towards repurchasing product interest at Sinar Mutiara Elektronik Shop of Gorontalo City. This research was conducted for 4 months from February to May 2014. *Non probability* method was the method of sampling and it was done through *accidental sampling* technique.

Result of validity test showed that  $r_{\text{count}} > r_{\text{table}}$  and reliability was above 0.6 which meant that the data were valid and reliable. The double regression analysis showed that  $Y = \alpha + \beta X + \varepsilon = 1,831 + 0,519X$ . The t test result showed that the variable of product quality significantly affected the consumers' purchasing interest. The result of F test showed that  $F_{\text{count}} > F_{\text{table}}$  with 0.000 as the level of significance. It meant that the Fit model could be used to predict the problems in this research. The correlative coefficient had strong relationship with dependent variable. The determinant coefficient ( $R^2$ ) showed the 0.287 or 38.7% of product quality affected the consumers' purchasing interest while the 0,613 or 61,3% was the effect of other factors such as brand image, service quality, business location, price mix, promotion, and other factors.

Keywords : Product Quality, Purchasing Interest