

## ABSTRAK

**Yusran Karim. NIM. 931410129.** Pengaruh Kualitas Layanan terhadap Minat Beli Konsumen di Meubel Putra Mandiri Kota Gorontalo. Program Studi S1 Manajemen, Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Negeri Gorontalo. Pembimbing: **Prof.Dr. Yulianto Kadji, M.Si** (Pembimbing I) dan **Radia Hafid, S.Pd M.Si** (Pembimbing II) Skripsi. 2014.

Masalah utama dalam penelitian ini adalah mengukur pengaruh kualitas layanan yang meliputi indikator bukti langsung, kehandalan, daya tanggap, jaminan, dan empati terhadap minat beli konsumen di Meubel Putra Mandiri Kota Gorontalo. bertujuan untuk menginterpretasikan seberapa besar pengaruh kualitas layanan terhadap minat beli. peneliti menggunakan metode penelitian kuantitatif dengan menggunakan analisis regresi sederhana. Proses analisis penelitian ini menggunakan Excel 2010 dan SPSS 17. 62 Adapun hasil analisis menunjukkan bahwa hipotesis penelitian ini menduga bahwa kualitas layanan berpengaruh terhadap minat beli konsumen di Meubel Putra Mandiri Kota Gorontalo, terbukti berberpangaruh signifikan.dari hasil pengujian hipotesis variabel kualitas pelayanan terhadap minat beli konsumen, secara simultan dapat dilihat dengan hasil diperoleh (R-Square) sebesar **0,732** atau **73,2 %** dan sisanya 26,8 % dipengaruhi oleh faktor lain yang tidak teradapat dalam model penelitian, faktor-faktor tersebut antara lain tentang promosi produk, harga, serta model-model perabot yang dijual dapat membantu terciptanya minat beli konsumen.

*Kata Kunci : Kualitas Layanan, Minat Beli*

## ABSTRACT

Yusran Karim. Student ID. 931410129. The Effect of Service Quality on Customer's Buy Interest at Meubel Putra Mandiri of Gorontalo City. Study Program of S1 Management, Department of management, faculty of economics and business, Universitas Negeri Gorontalo. The principal supervisor was Prof. Dr. Yulianto Kadji, M.Si and co-supervisor was Radia Hafid, S.Pd, M.Si. Skripsi 2014.

Problem of research was how to measure the effect of service quality included some indicators such as *tangibles*, *reliability*, *responsiveness*, *assurance* and *empathy* on customer's buy interest at Meubel Putra Mandiri of Gorontalo city. Research aimed at interpreting how the effect of service quality on customer's buy interest was. Research applied quantitative method with simple regression analysis. Analysis process used Excel 2010 and SPSS 17. Analysis result showed that hypothesis of research, which stated that service quality affected the customer's buy interest at Meubel Putra Mandiri of Gorontalo city, was proven to have a significant effect, or it was accepted. It can be seen from the result of hypothesis test on service quality on customer's buy interest variable. Simultaneously, the result of R-Square was 0,732 or 73,2%. Meanwhile, 26,8% was affected by other factors which did not include in this research such as product promotion, price, also the furniture model sold at Meubel Putra Mandiri of Gorontalo City which can attract the customer.

Keywords: Service Quality, Buy Interest

