**PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP MINAT BELI KONUSMEN BAN MOBIL MEREK ACCELERA DI TOKO TKB GROUP INDONESIA MEDAN**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh harga terhadap minat beli konsumen ban mobil merek Accelera dan pengaruh kualitas produk terhadap minat beli konsumen ban mobil merek Accelera di Toko Tkb Group Indonesia Medan. Populasi dalam penelitian ini adalah konsumen Tkb Group Indonesia yang berminat membeli ban mobil merek Accelera, teknik pengambilan sampel menggunakan purposive sampling, sehingga diproleh jumlah sampel sebanyak 97 responden. Teknik analisis data yang digunakan adalah validitas dan reliabilitas. Data dianalisis menggunakan teknik uji asumsi klasik, analisis regresi linier berganda, uji t, uji F dan koefisien determinasi (R2). Hasil penelitian ini menunjukkan bahwa adanya pengaruh dan signifikan antara harga terhadap minat beli dan adanya pengaruh positifdan signifikan antara kualitas produk terhadap minat beli. Hasil penelitian ini menunjukkan bahwa harga dan kualitas produk merupakan faktor penentu minat beli konsumen ban mobil merek Accelera di Toko Tkb Group Indonesia Medan. Dimana nilai uji t variabel x1 (harga) sebesar 2,620, nilai uji t variabel x2 (kualitas produk) sebesar 5,118. Nilai F 45,274 dan koefisien determinasi (R2) sebesar 0,491 yang artinya harga dan kualitas produk mempunyai pengaruh sebesar 49,1% sisanya sebesar 50,9% merupakan variabel-variabel lain yang tidak dijelaskan dalam penelitian ini.

*Kata kunci : harga, kualitas produk, minat beli*

***THE EFFECT OF PRODUCTS PRICE AND QUALITY ON CUSTOMERS PURCHASE INTEREST OF ACCELERA BRAND CAR TIRES IN TKB GROUP INDONESIA MEDAN STORE***

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***ABSTRACT***

*The objective of the research was to find out the effect of price on the purchase interest of Consumers of Accelera brand car tires and the effect of product quality on the purchase interest of Accelera brand car tire consumers in Toko Tkb Group Indonesia Medan. The population of the research was Tkb Group Indonesia consumers who were interested in buying Accelera brand car tires, sampling techniques used was purposive sampling, so that the sample count was produced as many as 97 respondents. The data analysis techniques used were validity and reliability. The data was analyzed using classical assumption test techniques, multiple linear regression analysis, t test, F test and coefficient of determination (R2). The results of this research show that there was a significant effect between price on purchase interest and a positive and significant effect between the quality of the product on purchase interest. The results of this research show that the price and quality of products were determinants of purchase interest on consumers of Accelera brand car tires at Toko Tkb Group Indonesia Medan. Where the test value t variable x1 (price) was 2,620, the test value t variable x2 (product quality) was 5,118. The value of F 45.274 and the coefficient of determination (R2) of 0.491 which means that the price and quality of the product had an effect of 49.1% remaining by 50.9% are other variables not described in this research.*

*Keywords: price, product quality, purchase interest*