

ABSTRAK

Bagus Aris Prasetyo. NIM: 2061201276 “Pengaruh Perilaku Konsumen, Kualitas Produk dan Brand Image Terhadap Minat Beli Konsumen Pada Generasi Z Di Jakarta Selatan”.
Dibawah bimbingan Husnayetti, S.E., M.M.

Tujuan penelitian ini adalah untuk menganalisis Pengaruh Perilaku Konsumen, Kualitas Produk dan Brand Image Terhadap Minat Beli Konsumen Pada Generasi Z Di Jakarta Selatan . Berdasarkan desain penelitian asosiatif kuantitatif peneliti ingin menghitung seberapa tinggi pengaruh Perilaku Konsumen, Kualitas Produk dan Brand Image terhadap minat beli gen Z di jakarta selatan. Hasil dari penelitian ini adalah bahwa variabel perilaku konsumen terhadap minat beli gen Z berpengaruh positif dan signifikan terhadap kinerja karyawan dengan persentase 42,9 %. Kualitas produk terhadap minat beli gen Z Tidak berpengaruh positif dan signifikan. Dan Brand Image secara simultan berpengaruh positif terhadap minat beli gen Z dengan persentase 41,4%.

Kata Kunci : *Perilaku Konsumen, Kualitas Produk, Brand image dan Minat beli*

ABSTRACT

Bagus Aris Prasetyo. NIM: 2061201276 "The Influence of Consumer Behavior, Product Quality and Brand Image on Consumer Purchase Interest in Generation Z in South Jakarta". Under the guidance of Husnayetti, S.E., M.M.

The purpose of this study is to analyze the Influence of Consumer Behavior, Product Quality and Brand Image on Consumer Purchase Interest in Generation Z in South Jakarta. Based on the quantitative associative research design, the researcher wants to calculate how high the influence of Consumer Behavior, Product Quality and Brand Image is on the purchase interest of Gen Z in South Jakarta. The results of this study are that the variable of consumer behavior on Gen Z's purchase interest has a positive and significant effect on employee performance with a percentage of 42.9%. Product quality on Gen Z's purchase interest has no positive and significant effect. And Brand Image simultaneously has a positive effect on Gen Z's purchase interest with a percentage of 41.4%.

Keywords: Consumer Behavior, Product Quality, Brand Image and Purchase Interest

