ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga dan kualitas produk terhadap minat beli konsumen *jersey custom* di *Three Point Jersey*, Kota Bandung. Metode yang digunakan adalah pendekatan deskriptif kuantitatif dengan pengumpulan data melalui kuesioner yang disebarkan kepada atlet basket di Kota Bandung. Hasil penelitian menunjukkan bahwa harga dan kualitas produk memiliki pengaruh positif dan signifikan terhadap minat beli. Rata-rata penilaian responden terhadap variabel harga dan kualitas produk keduanya dinilai baik oleh konsumen. Uji hipotesis menyatakan bahwa harga dan kualitas produk keduanya memiliki nilai t hitung lebih besar dari t tabel, sehingga hipotesis diterima. Dari analisis koefisien determinasi, diketahui bahwa enam puluh sembilan koma sembilan persen minat beli dipengaruhi oleh harga dan kualitas produk. Penelitian ini diharapkan dapat memberikan masukan bagi perusahaan dalam meningkatkan strategi pemasaran dan daya saing di pasar.

Kata Kunci : Harga, Kualitas Produk, Minat Beli, dan *Jersey Custom*

ABSTRACT

This research aims to analyze the influence of price and product quality on consumer purchasing interest in custom jerseys at Three Point Jersey, Bandung City. The method used is a quantitative descriptive approach, with data collected through questionnaires distributed to basketball athletes in Bandung City. The results indicate that both price and product quality have a positive and significant impact on purchasing interest. The average assessment from respondents regarding the variables of price and product quality were both rated positively by consumers. Hypothesis testing shows that the calculated t-values for price and product quality are greater than the t-table values, thus the hypothesis is accepted. From the coefficient of determination analysis, it is known that sixty nine point nine percent of purchasing interest is influenced by price and product quality. This research is expected to provide insights for the company in enhancing marketing strategies and competitiveness in the market.

Keywords : Price, Product Quality, Purchase Interest, and Jersey Custom