

ABSTRAK

Sisca Aulia Luvita. 2025. *Minat Beli Memediasi Price Bundling dan Product Bundling Terhadap Keputusan Pembelian (Studi Kasus Kopi Kenangan Di Kota Madiun)*. Skripsi Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Pembimbing (II)

Tujuan dari penelitian ini adalah untuk memberikan bukti empiris minat beli memediasi *price bundling* dan *product bundling* terhadap keputusan pembelian (Studi Kasus Kopi Kenangan Di Kota Madiun). Metode penelitian yang digunakan dalam penelitian ini adalah kuantitatif dengan menggunakan sampel sebanyak 384 responden. Teknik analisis data yang digunakan yaitu analisis jalur dengan menggunakan bantuan software SPSS25. Hasil penelitian menunjukkan bahwa (1) secara parsial terdapat pengaruh yang signifikan variabel *price bundling* dan *product bundling* terhadap keputusan pembelian (2) secara parsial terdapat pengaruh yang signifikan variabel *price bundling* dan variabel *product bundling* terhadap minat beli, (3) variabel minat beli berpengaruh signifikan terhadap keputusan pembelian, (4) minat beli mampu menjadi variabel mediasi antara *price bundling* terhadap keputusan pembelian, (5) minat beli mampu menjadi variabel mediasi antara *product bundling* terhadap keputusan pembelian (Studi kasus Kopi Kenangan di Kota Madiun).

Kata Kunci: *Price Bundling, Product Bundling, Keputusan Pembelian, Minat Beli*

ABSTRACT

Sisca Aulia Luvita. 2025. Purchase Intention Mediates Price Bundling and Product Bundling on Purchase Decisions (Case Study of Kenangan Coffee in Madiun City). Management Study Program Thesis, Faculty of Economics and Business, PGRI Madiun University. Mentor (I) Mentor (II)

The aim of this research is to provide empirical evidence that buying interest mediates price bundling and product bundling on purchasing decisions (Case Study of Kopi Kenangan in Madiun City). The research method used in this research is quantitative using a sample of 384 respondents. The data analysis technique used is path analysis using SPSS25 software. The research results show that (1) partially there is a significant influence of the price bundling and product bundling variables on purchasing decisions (2) partially there is a significant influence of the price bundling variable and the product bundling variable on purchasing interest, (3) the purchasing interest variable has a significant influence on purchasing decisions, (4) purchasing interest is able to become a mediating variable between price bundling and purchasing decisions, (5) purchasing interest is able to become a mediating variable between product bundling and purchasing decisions (Case study of Kopi Kenangan in Madiun City).

Keywords: *Price Bundling, Product Bundling, Purchase Decision, Purchase Interest*