

ABSTRAK

Putri Laura. 2026. Pengaruh Lokasi dan Keragaman Produk terhadap Keputusan Pembelian melalui Minat Beli sebagai Variabel Intervening pada Konsumen UMKM di Kawasan Bundaran Serayu Kota Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan BABSTRAIsnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Diah Santi Hariyani, S.E., M.Si. Pembimbing (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh lokasi dan keragaman produk terhadap minat beli sebagai variabel intervening pada konsumen UMKM di Kawasan Bundaran Serayu Kota Madiun. Penelitian menggunakan pendekatan kuantitatif dengan sampel sebanyak 200 responden yang dipilih menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui kuesioner dan dianalisis menggunakan SmartPLS.

Hasil penelitian menunjukkan bahwa lokasi dan keragaman produk berpengaruh positif dan signifikan terhadap minat beli maupun keputusan pembelian. Minat beli juga berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, minat beli mampu memediasi pengaruh lokasi dan keragaman produk terhadap keputusan pembelian konsumen UMKM di Kawasan Bundaran Serayu Kota Madiun.

Kata Kunci: Lokasi, Keragaman Produk, Minat Beli, Keputusan Pembelian.

ABSTRACT

Putri Laura. 2026. The Influence of Location and Product Diversity on Purchasing Decisions through Purchase Intention as an Intervening Variable among MSME Consumers in the Serayu Roundabout Area, Madiun City. Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Dr. Diyah Santi Hariyani, S.E., M.Si. Advisor (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

This study aims to analyze the influence of location and product diversity on purchasing decisions through purchase intention as an intervening variable among MSME consumers in the Serayu Roundabout Area, Madiun City. The study used a quantitative approach with a sample of 200 respondents selected using a purposive sampling technique. Data collection was conducted through questionnaires and analyzed using SmartPLS.

The results showed that location and product diversity had a positive and significant effect on both purchase intention and purchase decisions. Purchase intention also had a positive and significant effect on purchase decisions. Furthermore, purchasing intention mediates the influence of location and product diversity on the purchasing decisions of MSME consumers in the Serayu Roundabout area of Madiun City.

Keywords: Location, Product Diversity, Purchasing Intention, Purchasing Decisi