

ABSTRAK

Florensa Putri Valentina. 2026. Pengaruh Kualitas Produk, Kualitas Pelayanan dan Promosi Melalui Media Sosial TikTok Terhadap Minat Beli Konsumen Pada UMKM Makaronimu. Skripsi. Program Studi Pendidikan Ekonomi, Fakultas Keguruan dan Ilmu Pendidikan Ekonomi, Universitas PGRI Madiun. Pembimbing (I) Dr. Dra. Ninik Sriyani, M.Pd., M.M., (II) Maretha Berlianantiya, S.Pd., M.Si.

Minat beli konsumen merupakan ketertarikan konsumen membeli produk yang disebabkan faktor kualitas produk, kualitas pelayanan dan promosi melalui media sosial TikTok. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, kualitas pelayanan dan promosi melalui media sosial TikTok terhadap minat beli konsumen pada UMKM Makaronimu baik secara parsial maupun simultan. Populasi dalam penelitian ini seluruh konsumen UMKM Makaronimu dan sampel 100 responden dengan rumus tak terhingga. Menggunakan kuesioner skala likert 1-4, dokumentasi, observasi dengan teknik analisis data : uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heterokedastisitas, uji autokorelasi, analisis regresi linear berganda, uji T, uji F dan koefisien determinasi. Data diolah menggunakan SPSS Versi 25. Hasil penelitian menunjukkan kualitas produk berpengaruh terhadap minat beli konsumen ($0,007 < 0,05$) dan kualitas pelayanan berpengaruh terhadap minat beli konsumen ($0,008 < 0,05$). Promosi melalui media sosial TikTok berpengaruh terhadap minat beli konsumen ($0,000 < 0,05$). Dengan kualitas produk, kualitas pelayanan dan promosi melalui media sosial TikTok berpengaruh secara simultan terhadap minat beli konsumen dengan ($0,000 < 0,05$). Kesimpulan dalam penelitian adalah kualitas produk, kualitas pelayanan dan promosi melalui media sosial TikTok berpengaruh terhadap minat beli konsumen. Kata Kunci: Kualitas Pelayanan, Kualitas Produk, Minat Beli, Promosi Melalui Media Sosial TikTok

ABSTRACT

Florensa Putri Valentina. 2026. The Influence of Product Quality, Service Quality, and Promotion Through TikTok on Consumer Purchase Intention at the Makaronimu MSME. Thesis. Economics Education Study Program, Faculty of Teacher Training and Economics Education, Universitas PGRI Madiun. Supervisors: (I) Dr. Dra. Ninik Srijani, M.Pd., M.M., (II) Maretha Berlianantiya, S.Pd., M.Si.

Consumer purchasing interest is consumer interest in purchasing a product caused by product quality, service quality, and promotion through TikTok social media. This study aims to determine the effect of product quality, service quality, and promotion through TikTok social media on consumer purchasing interest in Makaronimu MSMEs, both partially and simultaneously. The population in this study were all Makaronimu MSME consumers and a sample of 100 respondents with an infinite formula. Using a Likert scale questionnaire 1-4, documentation, observation with data analysis techniques: validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, autocorrelation test, multiple linear regression analysis, T test, F test, and coefficient of determination. Data were processed using SPSS Version 25. The results showed that product quality had an effect on consumer purchasing interest ($0.007 < 0.05$) and service quality had an effect on consumer purchasing interest ($0.008 < 0.05$). Promotion through TikTok social media had an effect on consumer purchasing interest ($0.000 < 0.05$). Product quality, service quality, and promotion through TikTok simultaneously influence consumer purchase intention ($0.000 < 0.05$). The study concluded that product quality, service quality, and promotion through TikTok influence consumer purchase intention.

Keywords: Service Quality, Product Quality, Purchase Intention, Promotion Through TikTok