

Abstract

Burger King is a type of fast food restaurant that is present all over the world, especially in Indonesia. Its main menu mainly consists of burgers. The Whopper, which continues to be a top-selling menu item, is one of the burger's best-known products. Fried chicken, chicken chop and French fries are also offered as an addition to the main meal. Burger King offers a wide variety of drinks in addition to food, including super floats. Everyone in the upper middle class is served by the Burger King market segment, and everyone can enjoy the restaurant's menu.

This research is a field research with a quantitative approach located at Burger King Majapahit Semarang with a population referring to all customers with a sampling technique using the non-probability sampling method with a sample size of 100 respondents.

Based on the results of the study, it showed that the variable product quality (X1), price (X2), promotion (X3) and service (X4) had an effect on the variable of purchase intention (Y). This is shown from $f_{count} > f_{table}$ ($319.976 > 2.47$) so that H_0 is rejected and H_a is accepted meaning that product quality, price, promotion and service affect the intention to buy Burger King Majapahit. In addition, based on the test of the coefficient of determination, it is known that the value of Adjusted R square is 0.928. So it can be concluded that buying interest can be influenced by product quality, price, promotion and service with a proportion of 92.8%.

Keywords : Product Quality, Price, Promotion, Service, Consumer Purchase Interest

ABSTRAK

Burger King merupakan salah satu jenis restoran cepat saji yang hadir di seluruh dunia, khususnya di Indonesia. Menu utamanya terutama terdiri dari burger. The Whopper yang terus menjadi item menu terlaris adalah salah satu produk burger yang paling terkenal. Ayam goreng, potongan ayam, dan kentang goreng juga ditawarkan sebagai tambahan dari makanan utama tersebut. Burger King menawarkan berbagai macam minuman selain makanan, termasuk super float. Semua orang di kelas menengah ke atas dilayani oleh segmen pasar Burger King, dan semua orang dapat menikmati menu restoran.

Penelitian ini adalah penelitian lapangan dengan pendekatan kuantitatif yang berlokasi di Burger King Majapahit Semarang dengan populasi mengacu pada seluruh pelanggan dengan Teknik pengambilan sampel menggunakan metode *non-probability Sampling* dengan jumlah sampel yang digunakan 100 responden.

Berdasarkan hasil penelitian menunjukkan bahwa variabel kualitas produk (X1), harga (X2), promosi (X3) dan pelayanan (X4) berpengaruh terhadap variabel minat beli (Y). Hal tersebut ditunjukkan dari $f_{hitung} > f_{tabel}$ ($319,976 > 2,47$) sehingga H_0 ditolak dan H_a diterima artinya bahwa kualitas produk, harga, promosi dan pelayanan berpengaruh terhadap minat beli Burger King Majapahit. Selain itu berdasarkan uji koefisien determinasi diketahui bahwa nilai Adjusted R square sebesar 0,928. Maka dapat disimpulkan bahwa minat beli dapat dipengaruhi oleh kualitas produk, harga, promosi dan pelayanan dengan persentase sebesar 92,8%.

Kata Kunci : Kualitas Produk, Harga, Promosi, Pelayanan, Minat Beli Konsumen