

ABSTRAK

Dewasa ini perkembangan bisnis ritel di Bali menunjukkan tren sangat positif, hal ini ditunjukkan dengan selalu meningkatnya jumlah *minimarket* dari tahun ke tahun. Persaingan yang ketat di bisnis ritel menuntut bisnis ritel domestik untuk dikelola secara profesional agar mampu bersaing dalam melayani konsumen, oleh karena itu diperlukan strategi jitu untuk merebut hati konsumen dengan memperhatikan kualitas pelayanan, dan kualitas produk, agar konsumen dapat loyal terhadap bisnis ritel yang dilakukan. Desa Padonan Kabupaten Badung merupakan salah satu daerah yang mempunyai persaingan yang cukup ketat dalam bidang ritel seperti minimarket. Penelitian ini bertujuan untuk menganalisis konstruksi model kualitas retail terhadap niat membeli konsumen (studi pada Indomaret Desa Padonan). Jumlah sampel yang digunakan sebanyak 120 orang menggunakan simple random sampling. Pengumpulan data menggunakan kuisioner. Teknik analisa data menggunakan SEM-PLS. Hasil penelitian menunjukkan kualitas produk berpengaruh positif dan signifikan terhadap sikap konsumen, kualitas layanan berpengaruh positif dan signifikan terhadap sikap konsumen, kualitas layanan berpengaruh positif dan signifikan terhadap sikap konsumen, kualitas layanan berpengaruh positif dan signifikan terhadap niat membeli, sikap konsumen berpengaruh positif dan signifikan terhadap niat membeli, sikap konsumen dapat memediasi pengaruh kualitas produk terhadap niat membeli, sikap konsumen dapat memediasi pengaruh kualitas layanan terhadap niat membeli.

Katakunci: kualitas produk, kualitas pelayanan, sikap konsumen, niat membeli.



ABSTRACT

Nowadays, the development of retail business in Bali shows a very positive trend, this is indicated by the increasing number of minimarkets from year to year. Intense competition in the retail business requires the domestic retail business to be managed professionally to be able to compete in serving consumers, therefore a precise strategy is needed to win the hearts of consumers by paying attention to service quality and product quality so that consumers can be loyal to the retail business being carried out. Padonan Village, Badung Regency is one area that has quite tight competition in the retail sector such as minimarkets. This study aims to analyze the construction of the retail quality model on consumer buying intentions (study on Indomaret, Padonan Village). The number of samples used as many as 120 people using simple random sampling. Collecting data using a questionnaire. The data analysis technique used SEM-PLS. The results showed that product quality had a positive and significant effect on consumer attitudes, service quality had a positive and significant effect on consumer attitudes, service quality had a positive and significant effect on consumer attitudes, service quality had a positive and significant effect on purchase intention, consumer attitudes had a positive and significant effect on purchase intention, consumer attitudes can mediate the effect of product quality on purchase intentions, consumer attitudes can mediate the effect of service quality on purchase intentions.

Keywords: *product quality, service quality, consumer attitude, purchase intention*

