

**ANALISIS PENGARUH KUALITAS PRODUK, VARIASI PRODUK, DAN
HARGA TERHADAP MINAT BELI GEN Z PROUDK MINISO
DI LIPPO PLAZA JEMBER**

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ABSTRACT

This research was conducted to analyze, understand, and produce results on the relationship between product quality, product variety, and price on Gen Z purchasing interest. This research employed a quantitative approach, using non-probability sampling, specifically purposive sampling, applied to 100 respondents based on the Roscoe formula. The testing technique used classical assumptions and multiple linear regression to understand the relationship between variables. The F-test showed that product quality, product variety, and price simultaneously had a significant effect on purchasing interest. The t-test showed that product quality had no significant effect on purchasing interest.

Keywords: *product quality, product variety, price, purchasing interest*