

Pengaruh Kualitas Pelayanan, Citra Merek, Kualitas Produk, Promosi dan Store Atmosfer terhadap Minat Beli pada Produk Elizabeth BAG SEMARANG

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ABSTRAK

Tujuan dalam penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan, citra merek, kualitas produk, promosi dan store atmosfer terhadap minat beli pada produk Elizabeth Bag Semarang. Populasi dalam penelitian ini adalah masyarakat Kota Semarang yang merupakan konsumen Elizabeth Bag Semarang dengan kriteria batasan umur antara 20-55 tahun, karena pada usia tersebut pelanggan dinilai sebagai pembeli produktif (potensial). Berdasarkan rumus diatas maka sampel yang diambil sebagai subyek penelitian sebanyak 96. Tetapi peneliti akan menyebar 100 kuesioner guna untuk memperoleh data yang lebih luas. Alat analisis yang digunakan adalah regresi linier berganda.

Hasil penelitian menunjukkan bahwa Kualitas pelayanan berpengaruh terhadap minat beli produk Elizabeth Bag Semarang. Citra Merek berpengaruh terhadap minat beli produk Elizabeth Bag Semarang. Kualitas produk berpengaruh terhadap minat beli produk Elizabeth Bag Semarang. Promosi berpengaruh terhadap minat beli produk Elizabeth Bag Semarang dan Store atmosfer berpengaruh terhadap minat beli produk Elizabeth Bag Semarang

Kata Kunci : kualitas pelayanan, citra merek, kualitas produk, promosi, store atmosfer dan minat beli

**The Effect of Service Quality, Brand Image , Products Quality,
Promotions and Store Atmospheric on Interests Buying of Products
Elizabeth BAG SEMARANG**

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ABSTRACT

The purpose on this research was to determine the effect of service quality, brand image, product quality, promotion and store atmosphere on interest buying of product Elizabeth Bag Semarang. The population in this reseach semarang's people who are consumers in Elizabeth Bag semarang among criteria of age limit within 20-55 years, because at that age customers rated as buyers (potential). Based on the formula, the samples were taken as research subjects are 96. Although researchers will spread out 100 questionnaires in order to obtain more comprehensive data. The analysis tool used multiple linear regression. The results showed that the service quality has effect on interest buying of products Elizabeth Bag Semarang. Brand image has effect on interest buying of products Elizabeth Bag Semarang. Product quality has effect on interest buying of products Elizabeth Bag Semarang. Promotional has effect on interest buying of product Elizabeth Bag Semarang and Store atmospheric has effect on interest buying of products Elizabeth Bag Semarang

Keyword : service quality, brand image, product quality, promotion, store atmosphere and interest buying