ABSTRACT

This study aims to examine the effect of service innovation variables, service quality, product quality, facilities and price perceptions on purchase intention.

The sampling technique used is purposive sampling with criteria of potential customers who have given their mobile phone number on the sales staff desk. Data were obtained using questionnaire. Obtained the number of samples as many as 100 respondents. The analysis technique used is multiple stepwise regression method.

From the analysis results obtained the conclusion that of the five independent variables used in this study, only the variable price perception's that have a positive and significant effect on buying interest so that the best model in this study can only enter the variable of buying interest with a coefficient of determination of 58.1%.

Keywords: Buy Interest, Service Innovation, Service Quality, Product Quality, Facility, Price Perception, Stepwise

SEMARANG
FEB UNDIP