

Fauziah Wahyu Ningtias, 10312047, Effect of Product Innovations, Price And Quality Of Attitudes as Determinants of Buy In Interest In Tablet Product TREQ. Management, Faculty of Economics, University of Muhammadiyah Gresik, March, 2014

Abstract

This study aims to determine how much influence the independent innovation of product , price , and quality as a determinant of attitudes towards intervening in the dependent buying interest . The population in this study are all the customers who come to visit the store Mobitek . The number of samples is 100 samples were selected using a non Non - Probability Sampling , namely incidental sampling method. The data in this study is primary data obtained from questionnaires distributed to respondents . Data were analyzed using logistic regression with applications processed 15.00 SPSS data processing. Testing is done by using path analysis techniques. The results of the analysis showed that there was no effect of product innovation with the attitude with regression coefficient of -0.012 , the price variable has a direct influence with the attitude with regression coefficient of 0.336, the variable has a direct influence on the quality of the attitude of the regression coefficient of 0.374, and attitudinal variables have a direct influence with interest in buying the regression coefficient of 0.225. The study also examined the indirect effect of product innovation has no indirect effect through attitude with buying interest with korfisien regression of -0.0027. Variable price has an indirect effect through attitude with buying interest, with a regression coefficient of 0.0756 , and the variable quality has an indirect effect through attitude with buying interest , with a regression coefficient of 0.08415 .

Keywords : Innovation Product, Price , Quality, Attitudes, Interests Buy.