

ABSTRACT

EFFECT OF QUALITY PRODUCTS, ADVERTISING, AND BRAND IMAGE OF INTEREST PURCHASE AGAIN

(Consumer Studies Men Deodorant Users in Bandar Lampung Retail Stores)

By

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The purpose of this study to find out how Great Quality Product, Advertising, Brand Image affect Interests Re-purchase. Consumer purchasing decisions on a consumer's decision to buy a product more than once. Re purchasing decisions of consumers also lacks the factors that influence it, especially the information about the benefits of the products they get. This research is quantitative approach through multiple linear regression using SPSS 17.0 software. The survey respondents were male consumers deodorant users in Retail Stores Bandar Lampung. The conclusion from this research is Quality Products and Advertising partially significant effect on interest repeat purchases with thitung respectively 4,003 and 1,925. variables brand image itself does not significantly influence the re-purchase interest because t_{count} smaller than the amount of 0.750 t_{table} . Simultaneously Quality Products, Advertising and Brand Image significant effect on Repeat Purchase Interests deodorant products in retail stores port city of Lampung.

Keywords: Quality Products, Advertising, Brand Image, and Interest in the Re-purchase.