

ABSTRACT

EFFECT OF QUALITY PRODUCTS, PRICE, LOCATION AND WORD OF MOUTH (WOM) CONSUMER INTEREST TO BUY (Case Study on Consumer Outlet Siger Souvenirs Typical Lampung)

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This study aimed to analyze the effect of the variable quality of product, price, location and Word Of Mouth on consumer buying interest Siger Outlet Typical Souvenir Lampung. This type of research used in this research is explanatory. This study used a sample of 100 consumers who ever bought at Outlet Siger. Analysis of the data in this study using the technique of Multiple Linear Regression testing tool SPSS 20. Tests using test R, F test and t test. The results showed that partially, to the variable quality of the product (X1) significantly affects consumer buying interest, variable price (X2) has no effect and no significant effect on consumer buying interest, variable location (X3) has no effect and no significant effect on buying interest consumers, and variable Word Of Mouth (X4) is not significant effect on consumer buying interest. Simultaneously the product quality, price, location and Word Of Mouth significant effect on consumer buying interest.

Keywords : product quality, price, location, Word Of Mouth (WOM) and buying interest