



The 1ST UNICEB 2017

Garuda Plaza Hotel Medan, December 12th 2017



EFFECT OF PRODUCT INNOVATION, QUALITY PRODUCTS AND ITS IMAGE OF INTEREST TO BUY AGAIN WITH ATTITUDE CUSTOMER AS AN INTERVENING VARIABLE IN INDONESIA ASAHAN ALUMINIUM (PERSERO) KUALA TANJUNGPABUPATEN BATUBARA

INDRA WELLY ARIFIN

Email:iwa@inalum.id

ENDANG SULISTYA RINI

Email:endangsulistyarini@yahoo.co.id

BEBY KF SEMBIRING

Email:biring.beby@gmail.com

ABSTRACT

PT Indonesia Asahan Aluminium (Persero) Kuala Tanjung Kabupaten Batubara is a company engaged in the industrial sector, this company is as one of the industries that produce aluminum in Indonesia. The development of PT Indonesia Asahan Aluminium (Persero) in producing aluminum is quite significant improvement. It is marked on the number of orders from various customers who have to wait to get these products due to the stock of aluminum immediately sold, for aluminum products is pretty much in demand by customers from within and from abroad. The purpose of this study was to determine and analyze the effect of product innovation, product quality and company image to the buying interest with the attitude of consumers as an intervening variable in PT Indonesia Asahan Aluminium (Persero) Kuala Tanjung Coal County. Collecting data in this study was conducted through a survey approach with quantitative descriptive research type with spreading questionnaires to 95 people. Data analysis method used is using path analysis (path analysis). The results showed that the product innovation, product quality and corporate image positive and significant impact on the buying interest in PT Indonesia Asahan Aluminium (Persero) Kuala Tanjung Coal County. Partially product innovation positive and significant effect on the buying interest re, product quality positive and significant impact on the buying interest re, corporate image positive and significant impact on the buying interest re, product innovation positive and significant impact on consumer attitude, product quality positive influence significantly influence consumer attitudes, corporate image positive and significant impact on consumer attitudes, consumer attitudes positive and significant impact on the buying interest. Product innovation, product quality and corporate image positive effect on the buying interest re-through in consumer attitudes as an intervening variable in PT Indonesia Asahan Aluminium (Persero) Kuala Tanjung Coal County.

Keywords:*product innovation, product quality, company image, consumer attitudes and buying interest*