

ABSTRACT

SOLAHART products provide the advantages of energy-efficient products and environmentally friendly, by using solar energy only from nature. But in fulfilling the needs of consumers, the level of sales have not shown significant results and relatively low. This research will discuss about increasing buying interest through competitive advantage as an intervening variable with the support of the product design, product quality and technological innovation.

The sampling technique used in this research is purposive sampling method. Respondents were used are 115 respondents. Data analysis technique used is Structural Equation Model (SEM) by AMOS 21.0. Test results using SEM show that the criteria of goodness of fit full model is chi-squares 80.503, cmin/df 1,388, degree of freedom 58, probability 0.27, GFI 0.907, AGFI 0.853, CFI 0.956, TLI 0.941, RMSEA 0.058.

The test results on the five hypotheses prove that there was two hypotheses were rejected. Based on the research results, can be concluded that there are two factors that significantly affect the competitive advantage, that is product design and technological innovation. Product design factor proved to have the strongest influence on competitive advantage compared with the technological innovation, and the quality of the product is not proven to affect the competitive advantage.

Keywords: Product Design, Product Quality, Technology Innovation, Competitive Advantage, buying interest.