

ABSTRACT

The alloy industry is one of the industry sectors that has the strongest position in Indonesia, this is not because of the increasing interest in the automotive sector. With the increasing activity of events like this, the development of various variation workshops in the city of Salatiga. The success of the company can be seen from the marketing strategy that is oriented to consumers who strive to provide satisfaction with the needs and desires of customers. This research is intended to analyze the influence of store atmosphere, brand image and product quality to customer satisfaction and re-buy interest.

This study used multiple linear regression analysis with SPSS program. The population used is the customer who ever bought the velg products in Anugrah Jaya Mandiri. While the sample used as many as 100 people with sample selection techniques non-probability sampling using accidental sampling.

The results showed that (1) There is a positive and significant relationship between store atmosphere to customer satisfaction. (2) There is a positive and significant relationship between the brand image to customer satisfaction. (3) There is a positive and significant relationship between product quality and customer satisfaction. (4) There is a positive and significant relationship between the store's atmosphere to repurchase interest. (5) There is a positive and significant correlation between the brand image and the re-buying interest. (6) There is a positive and significant correlation between the quality of the product on the buying interest. (7) There is a positive and significant correlation between the quality of the product on the buying interest.

Keywords: *Store Atmosphere, Brand Image, Product Quality, Customer Satisfaction, Buying Interest*