

ABSTRACT

The background of this research base on the decreasing of their sales of Tuff Kote Dinol rustproofing product which is for Semarang region the right for selling it, is obtained by Sarana Perdana Semarang company. Base on the information, it shows that the selling volume of this product, Tuff Kote Dinol rustproofing from 2008 until 2010 always decrease. Therefor this is directly affected the company by losing the profit. If the decreasing of this sales product keep going, it will make the company to stop their operational work in other word the company become broke. In particular, the researchers choose rustproofing Tuff Kote Dinol product which the sales in Semarang region obtained by Sarana Perdana Semarang Company.

*The goal of this research is to analyse the effect from three dimation which is Quality Product, Brand Reputation, and Promotion on Intention to Buy rustproofing Tuff Kote Dinol in Semarang region. In this study data were collected with interview method to 75 respondent, which aim to determine the responses to each variable. This research used validity test, reliability test, the classic assumption test (multicolinearity, normality, heteroscedasticity), multiple linear regression analysis, goodness of fit test (*F* test, *t* test, the coefficient of determination).*

From the analysis that used regression can be seen that Variable Quality Product, Brand Reputation, and Promotion are all positive and significant on Intention to Buy rustproofing Tuff Kote Dinol. With the influence 49,2% and 50,8% influence by other variable. The most influence variable is Quality Product, the second ones is Brand Reputation, and the last ones is Promotion.

Keyword : Quality Product, Brand Reputation, Promotion, Intention to Buy