

ABSTRACT

This research is purpose to find out whether the quality of product, advertising appeal, and the perception of the price affect on consumer willingness to buy in Nokia mobile phone products and analyzing the most dominant factor in influencing consumer's buying interest on Nokia mobile phones in Semarang. In this research, the study population refers to the entire community in the city of Semarang, amounting to 1,553,778 million people. Samples taken as many as 100 respondents using purposive sampling technique.

Based on the results of the observation, obtained the following regression equation: $Y = 0.262 X_1 + 0.339 X_2 + 0.265 X_3 + e$. Based on statistical data analysis, the indicators in this research are valid and the variables are reliable. In testing the assumption of classical, model-free regression multikolonierity, heteroscedasticity does not happen, and normally distributed.

Order individually from each of the most influential variable is the variable advertising appeal with regression coefficient of 0.339, then the price perception variable with regression coefficient of 0.265. While the variables that affect the lowest quality product with regression coefficient of 0.262. The model equation has a calculated F value of 47.692 and a significance level of 0,000. Where F count is greater than F table (3.09) and with a smaller significance level of (0.05). It shows that the independent variables in this research is jointly influential to the dependent variable is willingness to buy.

Nokia needs to improve creativity in advertising, product quality, and feasibility of existing prices on Nokia mobile phones. To be able to compete with other brand phones.

Keywords: quality of product, advertising appeal, the perception of price, willingness to buy.