

ABSTRACT

This study aims to determine the influence of E-Promotion, brand image, and product quality on purchase intention of Buck Store, and to analyze the most dominant factor affecting purchase intention.

The populations used in this study is people consumers who have or ever do purchases in Buck Store. Samples taken are as many as 100 consumers, by using Non-Probability Sampling method and Accidental Sampling approaches, that is the sample determination method based on coincidence, which are the consumers buying product in Buck Store, Semarang.

According to the statistical data analysis, the outcome is that the indicators used in this study are valid and the variables are reliable. The classical assumption test, that is the multicollinearity regression model, indicate that there is no heteroscedasticity, and the distribution is normal. The analysis also prove that E-Promotion variable indicate the most dominant result on influencing the purchase intention with a regression coefficient of 0.395, followed by brand image variable with a regression coefficient of 0.328, and the product quality variable with a regression coefficient of 0.230. Those results indicate that all of the independent variables affect positively and significancelly on the purchase intention through the F-test and the T-test, while the Adjusted R-Square value of 0.529 indicate that 52.9% of the purchase intention variations at concept store of Buck Store, could be explained by those three independent variables, and the remaining 47.1% is explained by the other factors outside this study.

Keywords : *E-Promotion, Brand Image, Product Quality, Purchase Intention.*