

ABSTRACT

The number of new players in the sector players granite tile using a variety of - kind of a trademark, it is a challenge to the players - the old players to stay afloat superior and inferior to new competitors. The number of granite tile brands on the market shows that the level of competition is getting tougher. The consequences of such competition is the emergence of a shift in the sales volume of granite tile. It was felt by one player in the industry of granite tile is PT. Dekoramik Prime with the trademark "Sandimas" that decreased consumer buying interest. There are factors - factors that can influence the consumer purchase interest is the

quality service, product quality and brand image. The purpose of this study was to analyze the influence of service quality and product quality to the image of the brand and consumers to buy granite tile Sandimas.

Population selected in this study are the consumers of building materials that are carrying out the construction or renovation of a building and contracting the reference consumers in building a house in Semarang. The number of respondents that used in this study were 150 consumer Sandimas granite tile. The sampling technique in this research is purposive sampling method. The method of collecting data is by using a questionnaire. Data analysis method used is Structural Equation Modelling.

Based on research, quality of service and product quality has positive influence on brand image, product quality and brand image positive effect on buying interest and the quality of service does not affect the buying interest. In terms of fit model testing, the test results indicators 9 states that only one stating that the model has a poor fit, the rest stated that the model has a good fit. So, from this we can conclude that the model has a fairly good fit to predict buying interest.

Keywords: service quality, product quality, brand image, purchase intention.