

## ABSTRACT

*The rapid development of the present era was followed by the development of the development, not only in the big cities, the development today already stretched to the regions, there are several stages in the development that must be passed, one of which is the finishing stage, and the today's modern era almost all development using ceramics as a finishing for floors and walls, one local player in the field at the same time the old producer is PT Platinum ceramic Industry (PT PCI) which is based in Surabaya, the company has been established since 41 years of producing 2 trademark is Asia Tile and Platinum.*

*This research studies on the analysis of the influence of the quality of products and the effect on the attitude of the community towards the brand and its influence on re buying interest from Platinum brand ceramic products in the city of Semarang. The issues raised in this study is how much influence: (1) product quality and (2) the effect on the attitude of the community towards the customer brand brand ceramics Platinum in Semarang and (3) How much influence on brand attitude towards customers buying interest re Platinum ceramic brand in Semarang.*

*Descriptive analysis showed that the quality of the product and the effect of ceramic brand community influence customer attitudes towards Platinum Platinum brand and also influence customer buying interest over the Platinum brand ceramics. The results showed that the effects of the most influential communities on the attitude of the brand that also ultimately affect customers buying interest again. Under the influence possessed by these variables on buying interest again, it should be PT. Platinum Ceramics Industry can improve product quality and community effects to increase buying interest re larger customers.*

*Keywords: Product Quality, Community Effect, Brand Attitude, repurchase intention*