

## Abstracts

Increase the buying interest is very necessary because by maintaining existing customers more profitable in the long term and savings compared to new customers. This research seeks to analyze the effect of product quality and distinctiveness of the products in enhancing product appeal and influence product quality, distinctiveness of the product, product appeal and quality of services to increase consumer purchase interest.

The sampling technique used in this research is purposive sampling method, where the sample is selected with the terms that are considered to have essential features that are relevant to the research. Respondents were used by 100 respondents, namely consumer Andhita furniture PT Sari in Ungaran. Data analysis technique used was The Structural Equation Modeling (SEM) of the AMOS software package in the model and review the hypothesis. Results of the data analysis will explain the causal relationships between variables that are being developed in this research model. The proposed model can be accepted after the assumptions have been met and that normality and Standardized Residual Covariance  $<+ 2.58$ . While the value of Determinant of Sample Covariance matrix 5.830.

Exogenous and endogenous measurement model has been tested using confirmatory analysis. Furthermore, the measurement model analyzed by Structural Equation Model (SEM) for testing models of causal relationships between variables - variables that affect and are affected by product quality, product distinctiveness, the appeal of the product, quality of service and meet the criteria of buying interest Goodness of Fit namely chi square = 123.077; probability = 0.186; GFI = 0.874; AGFI = 0.825; CFI = 0.991; TLI = 0.989; RMSEA = 0.035; CMIN / DF = 1.10. Based on the results of data analysis can be concluded that the model can be accepted.

**Keywords: Quality of product, product distinctiveness, the appeal of the product, quality of service and buying interest**