

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh citra toko, variasi kualitas dan *product signatureness* terhadap kualitas yang dipersepsikan dan minat pembelian di pusat perbelanjaan Indogrosir Yogyakarta. Penelitian ini mengambil sampel berjumlah 150 orang dengan teknik *accizdental sampling* dan *purposive sampling*. Pengambilan data dilakukan dengan penyebaran kuesioner kepada para pelanggan Indogrosir. Analisis data dilakukan secara deskriptif dan dengan menggunakan *Structural Equation Modeling- Partial Least Square* (SEM-PLS).

Hasil penelitian menyimpulkan: 1) Citra toko berpengaruh positif dan signifikan terhadap kualitas yang dipersepsikan; 2) Citra toko berpengaruh positif dan signifikan terhadap minat pembelian; 3) Variasi kualitas berpengaruh positif dan signifikan terhadap kualitas yang dipersepsikan; 4) Variasi kualitas berpengaruh positif dan signifikan terhadap minat pembelian; 5) *Product signatureness* tidak berpengaruh terhadap kualitas yang dipersepsikan; 6) *Product signatureness* tidak berpengaruh terhadap minat pembelian; 7) Kualitas yang dipersepsikan berpengaruh positif dan signifikan terhadap minat pembelian.

Kata Kunci: Citra Toko, Variasi Kualitas, *product signatureness*, Kualitas Dipersepsikan, Minat Pembelian.

ABSTRACT

This study aimed to analyze the effect of store image, product quality variations and product signatureness to perceived quality and purchase interest in the shopping center Indogrosir Yogyakarta. This study sampled amounted to 150 people with accidental sampling techniques and purposive sampling techniques. Data were collected by distributing questionnaires to customers Indogrosir. The data were analyzed descriptively and using Structural Equation Modeling- Partial Least Square (PLS-SEM).

Results of the study concluded: 1) Image stores have a positive and significant effect on perceived quality; 2) Image stores have a positive and significant effect on the purchase interest; 3) Product quality variations have a positive and significant effect on perceived quality; 4) Product quality variations have a positive and significant effect on the purchase interest; 5) Product signatureness has no effect on perceived quality; 6) Product signatureness has no effect on the purchase interest; 7) Perceived quality have a positive and significant effect on purchase interest.

Keywords: *store image, product quality variations, product signatureness, perceived quality, purchase interest.*