

ABSTRACT

This research aims to analyze the consumer purchase interest toward used goods at Pakuncen Klithikan Market. Subject of this research are the consumer who have visited the Pakuncen Klithikan Market. The total number of sample are 100 respondents who selected by using simple random sampling where all of the people can be the respondent. The analysis tool used is qualitative multiple regression that is converted into quantitative. The reseracher examined three aspects of purchase interest that are translated into twenty points statements on the open-ended questionnaire. The result is processed by using SPSS version 22 to calculate wheter the quality of the products, prices, and service affecting the consumer purchase interest toward the used goods at Klithikan Pakuncen Market, Sub. Kasihan, Bantul, Yogyakarta. Result simultaneously indicate that the quality of the products, prices, and service variables affecting the consumer purchase interest toward the used goods at Klithikan Pakuncen Market, Sub. Kasihan, Bantul, Yogyakarta.

While the result partially indicate that the quality of the products, prices, and service affecting the consumer purchase interest on the used goods at Klithikan Pakuncen Market, Sub. Kasihan, Bantul, Yogyakarta. Based on the result, the quality of the product is the most dominating variable because it is highly influential to the consumer in buying the used goods or new goods which are offered at Klithikan Pakuncen Market, Sub. Kasihan, Bantul, Yogyakarta.

Key words: Cunsumer purchase interesr, the quality of product, price and service.