

**PENGARUH KUALITAS PRODUK, KEBERAGAMAN PRODUK DAN
CITRA MEREK TERHADAP MINAT BELI PERALATAN OUTDOOR
EIGER DI KOTA BUKITTINGGI**

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ABSTRAK

Penelitian ini untuk menguji pengaruh kualitas produk, keberagaman produk dan citra merek terhadap minat beli peralatan *outdoor* Eiger di Kota Bukittinggi. Penelitian ini dilakukan terhadap 80 responden konsumen yang berminat membeli peralatan *outdoor* Eiger di kota Bukittinggi yang di ambil dengan teknik *purposive sampling*. Metode analisa data yang digunakan adalah regresi linear berganda. Uji hipotesis dengan menggunakan uji T-statistik untuk membuktikan pengaruh variabel bebas terhadap variabel terikat secara parsial atau individu.

Hasil penelitian ini menemukan bahwa keberagam produk dan citra merek secara parsial berpengaruh positif dan signifikan terhadap minat beli peralatan *outdoor* Eiger di Kota Bukittinggi, untuk variabel kualitas produk tidak berpengaruh terhadap minat beli peralatan *outdoor* Eiger di Kota Bukittinggi.

Kata Kunci : Kualitas Produk, Keberagaman Produk, Citra Merek dan Minat Beli

**THE EFFECT OF PRODUCT QUALITY, PRODUCT DIVERSITY AND
BRAND IMAGES ON THE INTEREST TO BUY OUTDOOR EIGER
EQUIPMENTS IN BUKITTINGGI CITY**

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ABSTRACT

This study was to examine the effect of product quality, product diversity and brand image on buying interest in Eiger outdoor equipment in the city of Bukittinggi. This study was conducted on 80 respondents of consumers who are interested in buying Eiger outdoor equipment in the city of Bukittinggi taken by purposive sampling technique. The data analysis method used is multiple linear regression. Hypothesis testing using the T-statistic test to prove the effect of independent variables on the dependent variable partially or individually

The results of this study found that the diversity of products and brand image partially had a positive and significant effect on the interest in buying Eiger outdoor equipment in Bukittinggi, for product quality variables did not affect the buying interest in Eiger outdoor equipment in Bukittinggi.

Keywords: Product Quality, Product Diversity, Brand Image and Purchase Interest