

ABSTRACTION

Rodi Hartono, Effect of Brand Image Analysis and Quality of Service Against Consumer Interests Purchase Prepaid Card Product Simpati In Palembang (Under the guidance of Mrs. MJ Tyra, SE, MM).

This study aims to analyze the influence of brand image and service quality of the prepaid card products sympathies of the people buying interest in the city of Palembang. Population used is the consumer prepaid cards of simpati in the city of Palembang. In this study, researchers spread as many as 100 sheets of questionnaires to the users of prepaid card products Simpati brand in the city of Palembang. Deployment of 100 questionnaires was done as a precaution, so that the data in this study is sufficient to serve as the study sample. Deployment of 100 pieces of questionnaire will be carried out evenly across the city of Palembang, namely 50 questionnaires at the Ulu Palembang and 50 questionnaires in the city of Palembang Ilir. The technique in the determination of the sample was purposive sampling with the specified criteria for the study was duration of use of prepaid cards Simpati at least 1 year and at least 17 years old and over, and reside in the region of Palembang. The reason for the use of such methods because researchers want to get the right information in a practical way. These results indicate that the brand image of a prepaid card Simpati no significant effect on the buying interest because it has a significance value greater than 0.05. While the quality of service significantly influence the buying public interest because it has a significance value less than 0.05. Adjusted R Square value generated in this study is equal to 0.026. This indicates that the variable of brand image and service quality has a percentage of 2.6% effect on consumer buying interest on the prepaid card products Simpati. While the remaining 97.4% influenced by other factors beyond the quality of service and brand image such as product prices, quality products and the other is not examined

Keywords: Brand image, service quality, and Interest Buy