

**PENGARUH KUALITAS PRODUK DAN INOVASI PRODUK
TERHADAP MINAT BELI ULANG KAMERA DIGITAL MEREK
CANON**

(Studi Pada komunitas fotografi Jombang)

ABSTRAK

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Penelitian ini bertujuan mengidentifikasi dan menjelaskan pengaruh kualitas produk dan inovasi produk terhadap minat beli ulang kamera digital Canon pada komunitas fotografi Jombang. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. populasi semua anggota komunitas fotografi Jombang yang memiliki kamera digital merek Canon. dengan sampel penelitian sebanyak 120 orang, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien determinasi. Berdasarkan hasil penelitian menunjukkan bahwa Kualitas produk termasuk kategori baik, sehingga kualitas produk berkontribusi terhadap minat beli ulang kamera digital Canon pada komunitas fotografi Jombang dan Inovasi produk termasuk kategori cukup baik, sehingga *Inovasi produk* berkontribusi terhadap minat beli ulang produk kamera digital Canon pada komunitas fotografi Jombang

Kata Kunci: Kualitas Produk, Inovasi produk dan keputusan pembelian

EFFECT OF PRODUCT QUALITY AND PRODUCT INNOVATION ON RE-BUYING INTERESTS OF DIGITAL CAMERA BRANDS
(Study in Jombang Photography Community)

ABSTRACT

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This study aims to identify and explain the effect of product quality and product innovation on the interest in repurchasing Canon digital cameras in the Jombang photography community. The study uses explanatory research methods carried out through data collection in the field. population of all members of the Jombang photography community who own Canon digital cameras. with a sample of 120 people, data analysis using statistical methods Linear Regression and hypothesis testing and coefficients are terminated. Based on the results of the study showed that the quality of products included in the good category, so that product quality contributed to the interest in repurchasing Canon digital cameras in the Jombang photography community and product innovation was quite good, so product innovation contributed to the repurchase interest of Canon digital camera products in the Jombang photography community

Keywords: Product Quality, Product innovation and purchasing decisions