

**PENGARUH HARGA, KUALITAS PRODUK, DAN CITRA MEREK
TERHADAP MINAT BELI BIBIT BUAH DI HORTIMART AGRO
CENTER BAWEN SEMARANG**

**THE EFFECT OF PRICES, QUALITY OF PRODUCTS, AND BRAND
IMAGES TOWARD INTEREST TO BUY FRUIT SEEDS IN HORTIMART
AGRO CENTER BAWEN SEMARANG**

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ABSTRACT

This study aims to determine the interest in buying fruit seeds at Hortimart Agro Center, knowing the effect of prices, product quality, and brand image on the interest in buying fruit seeds at Hortimart Agro Center. The method used in this study is descriptive analysis, scoring and binary regression analysis. The data used in this study are primary data obtained directly from visitors who visited the location of the Hortimart Agro Center's Agro Supply through the distribution of 110 questionnaires. Based on the results of the study, it was shown that the interest in buying visitors to fruit seeds sold at Hortimart Agro Center was high with an average score of 11.81. The results of the analysis of the effect of price, product quality, and brand image on buying interest in fruit seeds show that the price and quality of products have a positive but not significant effect, while brand image has a positive and significant effect on the interest in buying fruit seeds at Hortimart Agro Center.

Keywords: Interest in buying, fruit seeds, price, quality, brand image.

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Kata kunci: Minat beli, bibit buah, harga, kualitas, citra merek.

