

ABSTRACT

This study aims to determine: (1) the effect of promotion on consumer buying interest of PT. Multiplastjaya Tatamandiri, (2) the influence of Product Quality on PT. Multiplastjaya Tatamandiri, (3) the effect of Product Prices on consumer buying interest of PT. Multiplastjaya Tatamandiri, and (4) the influence of Promotion, Product Quality, and Product Prices on Consumer Purchase Interest of PT. Multiplastjaya Tatamandiri. This type of research is a survey research with a quantitative approach. The population in this study are consumers who use or have bought products from PT. Multiplastjaya Tatamandiri. The sampling technique using saturated samples, the number of samples as many as 40 consumers which is the whole population. Data collection techniques using a questionnaire that has been tested for validity and reliability. The data analysis technique used is multiple regression. The results of this study indicate that: (1) Promotion has a positive effect on buying interest but is not significant, (2) Product Quality has a positive effect on Purchase Interest and is significant, (3) Product Price has a positive effect on Purchase Interest but is not significant, and (4) Promotion, Product Quality and Product Prices simultaneously have a positive effect on Interest.

Keywords: Promotion, Product quality, Price, Buying interest