

## **ABSTRACT**

*In the era of industry competition a company is required to create a new innovation which is different from the other. The thing must be done so the company can maintain and increase consumer loyalty. California Fried Chicken is a company which is engaged in culinary industry the products its self is such as fried chicken, CFC work under PT. Pioneerindo Gourmet International. Tbk. CFC store Telkom University using Mobile Marketing to market their products through SMS. Mobile marketing in the CFC did also give special discounts for customers who conduct transactions by exchanging SMS content that has been received with a certain menu. This is done CFC in order to create customer appeal that will eventually lead to power customer buying interest.*

*This study used quantitative research methods and descriptive. The total number of respondents in this research consisted of 100 respondents. Data collacting in this study conducted by distributing questionnaires. Data were analyzed using simple regression analysis and descriptive analysis.*

*The results show that mobile marketing influence on consumer purchase interest california fried chicken store telkom university. Based on the calculation coefficient of determination ( $R^2$ ) can be seen the influence of mobile marketing (X) on buying interest (Y) was 29,9%. While the remaining 70,1% is influenced by other factors not examined in this study such as product image, consumer attitudes (Lutfia Lasfita, Andriani Kusumawati and Sunarti 2015) and others*

***Keywords: Mobile Marketing, Purchase Intention***