

## **ABSTRACT**

*Indonesian fashion trends today is almost like fashion western people such as Europe, America, Italy, and other western countries. In Indonesia alone, Converse shoes are generally used by young people as students. As far back as we are already very familiar with Converse shoes or in ancient times often called the Warrior shoes for their rules during the school that requires students to use the dominant color black shoes, the Converse shoe is usually an option for us to use when going to school and the existence of significant differences in top Converse shoe brand award in the category of school shoes and casual shoes. This study aims to determine the influence of marketing strategies on consumer buying interest Converse shoes in Bandung*

*Which is used to determine how the marketing strategy in this study are the criteria of a marketing strategy with three dimensions of segmentation, targeting, positioning and to find out how consumer purchase interest in this study using six dimensions of consciousness, knowledge, joy, preferred or preferences will, belief, purchase.*

*This research includes quantitative research. The method used is the method of explorative - eksplanatif. The population in this study is the Converse shoes in the city of Bandung. The sampling technique used is nonprobability sampling with the sampling method incidental sampling. And the determination of the number of samples using a technique Bernoulli formula. The data collection is done by distributing questionnaires to 100 respondents in the city of Bandung. Data analysis technique used is multiple linear regression analysis.*

*Based on the results, it can be concluded that the positive effect of marketing strategy on consumer buying interest Converse shoes in the city of Bandung. It can be seen from the results  $F_{hitung} > F_{tabel}$  ( $48.956 > 2.70$ ) and the level of significance  $0.000 < 0.05$ . Based on the calculation coefficient of determination ( $R^2$ ) can be seen the influence of marketing strategy variables ( $X$ ) on consumer buying interest ( $Y$ ) amounted to 60.5%. While the remaining 39.5% is influenced by other factors such as factors of product quality, price and other factors not examined in this study. The magnitude of the effect of partially based on the sub-variables is segmentation ( $X_1$ ) of 8.4%, targeting ( $X_2$ ) 11.7%, and positioning ( $X_3$ ) of 40.4%.*

**Keywords:** *Marketing Strategies, Segmentation, Targeting, Positioning, Purchase Intention Consumen, Converse Shoes.*