

ABSTRACT

In the world of competitive culinary industry in meeting the needs and desires of consumers increasingly competitive as consumers are more selective in choosing the type of culinary to be consumed so that it triggers in creating new innovations. This research is motivated by problems related to service quality and sales promotion towards repurchasing interest in Warunk Upnormal, Buah Batu Bandung branch.

Based on the results of the overall pre-survey Warunk Upnormal Buah Batu Bandung branch has not fully implemented the quality of service and sales promotion well. This is due to the lack of maximum quality of services provided and sales promotions carried out. The purpose of this study was to determine the effect of service quality and sales promotion on consumer buying interest in Warunk Upnormal Buah Batu Bandung branch.

The method used in this study is a quantitative method with a type of descriptive and causal research. The population in this study were consumers of Warunk Upnormal Buah Batu Bandung branch with a sample of 100 respondents. The sampling technique used is non probability sampling method with Accidentall sampling and data analysis techniques using descriptive analysis and multiple linear regression analysis by processing data using SPSS version 23 software

Based on the results of the overall hypothesis test shows that service quality and sales promotion simultaneously have a positive and significant effect on repurchase interest in the Warunk Upnormal Buah Batu branch of Bandung. The results of partial hypothesis testing indicate that the variable service quality and sales promotion have a significant influence on repurchase interest. The magnitude of the influence of service quality and sales promotion on the interest to repurchase simultaneously 61.6% the remaining influenced by other variables not examined in this study. Partially the variable that has the greatest influence is the quality of the next service is a sales promotion

Conclusion of this study, service quality has been categorized as good, but there are several items such as providing guarantees for their products, on sales promotion in the good category, but there are some items that must be increased such as promotion in drawing lottery programs.

Keywords: Service Quality, Sales Promotion, and Buy Interest.