

## ***ABSTRACT***

*The Study objective was to find out how the implementation of sales promotion at Ouval Research Distro, to know consumer buying interest in the Bandung Ouval Research Distro, to find out how much influence the promotion had on consumer buying interest in the Ouval Research Distro, the research method used was quantitative methods. The sampling technique used was accidental sampling. The sample in this study were 100 respondents who had made purchases on the Ouval Research distribution. The data collection technique used is the Simple Analyst Linear Regeresi to determine the direction of the relationship between the independent variable and the dependent variable.*

*Based on this study, it can be concluded that promotion has a significant effect on buying interest in Ouval Research Bandung products with a large influence of 52.10%.*

***Keywords: Promotion, Consumer Buying Interest.***