

ABSTRACT

Value proposition has an important role for a company that is to increase consumer buying interest so that consumer interest in the product occurs. In the business world, there is competition between similar companies to compete for consumers, especially in the field of fashion. Some of Niion's competitors also started their business in the city of Bandung by having their own advantages and disadvantages. Just like Niion has advantages that are not possessed by its competitors by being a bag made of nylon which makes it the first splash proof and fodable product in Bandung.

The purpose of this study is how much influence the Value Proposition on Purchase Interest at PT. NIION Indonesia Utama. This type of research is descriptive with a quantitative approach. By using observation data collection techniques, library research and questionnaires. The population used in this study was Niion consumers in the city of Bandung with a sample of 100 respondents who were used based on the results of the Bernoulli formula calculation.

Data analysis methods used are data validity, reliability, classical assumptions, descriptive, multiple linear analysis and hypothesis testing. The results of this study indicate that partially and simultaneously Value Proposition affects Purchase Interest. Means Value Proposition has a positive effect on Purchase Interest in PT. NIION Indonesia Utama. The amount is 45,2% while the remaining 54.8% is influenced by other factors outside the Value Proposition.

Keywords: Niion, Value Proposition, Buying Interest.