

ABSTRACT

Recently, the level of enthusiasm for sneakers consumers has grown rapidly in Indonesia, followed by the emergence of various local sneakers manufacturers, one of which is Ventela. Based on data from google trends, Ventela brand shoes experienced a very high spike in October 2019 to February 2020, making researchers want to know what makes Ventela sneakers in demand, one of which is products, prices and promotions.

This study has a purpose, first to find out and analyze the effect of the product on purchase intention. Second, knowing and analyzing the effect of price on buying interest. Third, knowing and analyzing the effect of promotion on purchase intention. Fourth, knowing and analyzing the influence of products, prices, promotions on the interest in buying Ventela sneakers in Bandung.

The research method used in this research is a quantitative method with descriptive-causality research. Sampling was done by using a non-probability sampling technique used was purposive sampling with 100 consumer respondents who had bought Ventela sneakers. Data analysis techniques used descriptive analysis and multiple regression analysis.

Based on the results of descriptive analysis, the product is included in the good category with a percentage of 81.06%, then the price is included in the good category with a percentage of 81.62%, promotion is in the good category with a percentage of 83% and buying interest is also included in the category. which is good with a percentage of 81%. Based on the results of the study, it shows that the product, price and promotion partially and simultaneously influence the intention to buy Ventela sneakers in Bandung City by 50.5%, while the remaining 49.5% is influenced by other variables not examined in this study.

Keywords : Product, Price, Promotion, Purchase Intention, Ventela.