

ABSTRACT

Micro, small and medium enterprises in Indonesia have greatly increased, one of which is the Tofu Sambong business located in Sambong Village, Randublatung District, the Tofu Sambong business is very helpful for the government in the agro-industry sector because the raw material for making Tofu Sambong itself is soybeans. From an economic point of view, processed soybeans will increase the high selling value, such as Tofu Sambong, which is in great demand by consumers. This causes the Tofu Sambong business to need to improve the quality of the products and prices offered to suit the needs of consumers. The purpose of this study was to determine the buying interest of Tofu Sambong consumers in Sambong Village, Randublatung District.

This study uses quantitative methods. Data collection techniques using questionnaires and literature study. Data analysis used several tests including: validity test, reliability test, descriptive analysis, Method of Success, classical assumption test, and hypothesis testing. The sample in this study amounted to 100 people.

The results obtained are that there is a simultaneous significant effect of the price and product quality variables on buying interest. The price variable (X1) is included in the good category with a percentage of 81.1%. The product quality variable (X2) is included in the good category with a percentage of 82%. The buying interest variable (Y) is included in the good category with a percentage of 82.85%. When the variable is included in the good category. The results showed that partially there was a significant effect of price on buying interest and partially there was a significant effect of product quality on buying interest. The coefficient of determination shown in the R square result is 0.113 or 11.3%. From this value, it can be interpreted that the magnitude of the influence of price and product quality variables on buying interest is 14.6%. While the remaining 85.4% is influenced by other variables outside of this study.

Keywords: *Price, Product Quality, Buying Interest, UMKM*