

ABSTRACT

This research was conducted to determine the effect of product variation, product quality and price on buying interest at the New Market Storefront Bandung. The purpose of this research is to find out and analyze how product variations, product quality and prices offered either partially or simultaneously on buying interest at the Etalase Pasar Baru Bandung.

Data collection in this study was carried out by distributing questionnaires and using descriptive quantitative data analysis. Sampling was done by non-probability sampling method, namely by purposive sampling. The sample used in this study are consumers who know and have shopped at the Etalase Pasar Baru Bandung, with a total of 100 respondents. The analytical method of this research is multiple linear regression test and the analytical tool used with the help of SPSS.

Based on the results of the descriptive analysis, it shows that the product variation variable is included in the very good category, while the product quality and price are included in the good category. The results of multiple linear analysis can be concluded that the variables of product variation, product quality and price have a positive and significant effect on Buying Interest at Etalase Pasar Baru Bandung either partially or simultaneously. Based on the results of the coefficient of determination test, a value of 69.7% was obtained. While the remaining 30.3% is influenced by other factors not examined in this study.

Keywords: Product Variation, Product Quality, Price, Buying Interest