

ABSTRACT

Marketing strategy affects consumer buying interest. The purpose of this study was to determine the effect of promotion, price and service quality on consumer buying interest at Bakso Teminal 1974 Laren Lamongan by using quantitative methods of primary data, namely questionnaires directly to customers and interviews. The object of this research is the customers of Bakso Terminal 1974 with age over 10 years with a sample of 100 customers. The results of this study were valid and reliable questionnaires, normal questionnaires, no symptoms of multicollinearity and heteroscedasticity with a significance of <0.05 . Multiple linear regression obtained promotion coefficient 0.170, price 0.123 and service quality 0.474. Partial t-test shows that promotion has an effect on consumer buying interest with $t_{count} = 2.873 > t_{table} = 1.988$, price has no effect on consumer buying interest with $t_{count} = 1.916 < t_{table} = 1.988$ and service quality affects consumer buying interest $t_{count} = 7.413 > t_{table} = 1,988$. Simultaneous F-test shows that price promotion and service quality affect consumer buying interest with $F_{count} = 453.767 > F_{table} = 2.70$ with a determination coefficient of 93.4%.

Keywords: *promotion, price, service quality, buying interest*