

ABSTRACT

This research is motivated by the increase in Internet users via modem is rapidly increasing. This sparked competition among manufacturers in attracting consumers to make purchases. Through this competition comes the variety of products from manufacturers to attract consumers to buy their products. This study aims to determine how the factors of product quality, price, and promotion is vital to the improvement of consumer buying interest in the product Smartfren USB MODEM. This study used a sample of 100 people taken from students STIE MUSI obtained by using purposive sampling technique. Then conducted analyzes that include test validity, reliability test, the classical assumption test, multiple regression analysis, the Goodness of Fit test through regression coefficient (R^2), F-test and t-test. The data that have met the test of validity, reliability, and classical assumption processed to produce the following regression equation: $Y = 6.702 + 0.350 X_1 + 0.378 X_2 + 0.291 X_3$. From the results of calculations with SPSS can be seen that the results of the variable product quality, price, and promotion are all positive and significant impact on the buying interest.

Keywords : Quality Product , Price , Promotion , Buy Interests