

## **ABSTRACT**

This study aims to determine whether the variable of advertising, product samples, and prices has an influence on consumer buying interest product Bakmi Mewah. The population in this study are all the people Bakmi Mewah in the Palembang City. The sample in this study of 100 respondents disseminated when doing demonstrations and free sampling by employees Bakmi Mewah. The data analysis technique used is validity, reliability, classic assumption test (test for normality, multicollinearity, and heteroscedasticity) , multiple linear regression, t test, F test, and coefficient of determination. The results obtained found that advertising and price has no effect on consumer buying interest product Bakmi Mewah, while product samples positive and significant impact on consumer buying interest.

Keywords : advertising, product samples, prices, consumer buying interest.