

ABSTRACT

English is already becoming an international language and commonly used in parts of the country. Many companies that recruit employees with the requirements of having good English skills. Not only that, to continue studies on abroad was required standard of English proficiency such as test TOEFL. So, many foundations and companies that develop business in the field of agencies in English. One of the agencies in English in Bandung is NLEC. NLEC is language course institutions to provide courses in English and Japanese. Currently, applicants NLEC in an active Japanese program is already about 150 people, while in English only 4 people. For this reason the authors conducted a study titled "Analysis of Customer Buying Intention on English Course Program at NLEC Language Course Bandung". The purpose of this study to determine how much consumers buying interest against NLEC English in Bandung. This study uses a variable intention buying. The indicator of this are transactional, referential, preferential and exploratory buying interest. This study uses the object Courses Northern Light Education Center Bandung, study at S1 students in Bandung who known about the course with a sample of 100 respondents. The method used is descriptive statistical analysis with quantitative data types.

Keywords: Purchase Intention, English Course