

ABSTRACT

Where many competitors will make the spirit of business people to improve product quality and sales promotion against buying interest. This study aims to determine how much influence the quality of products and sales promotions on buying interest in consumers Coffee Shop in the city of Bandung. The research method used is descriptive, the measurement scale used is the Likert scale. The population of this research is consumers of coffee shops (coffee beans, coffee armor, two cents, cups coffee & kitchen, yellow truck) with a sample of 400 respondents. The sampling technique used is cluste engineering research. The data analysis method used in this study is Statistical Product and Service Solutions (SPSS 23).

The results showed that the characteristics of respondents in this study were dominated by men, with an age range of 15-25 years. Then respondents who have student status are ot the first rank, and respondents who know the Bandung Coffee shop from friends or relatives are in the first place.

Based on the results of the product quality hypothesis has a significant effect on buying interest because the significant value is <0.05 (0.023) also the sales promotion variable is concluded to have a significant effect on buying interest because of the significant value <0.05 (0,000). Based on testing of Product Quality partially, t count (2,280) $>$ t table (1,649) and Sales Promotion partially, t count (8,709) $>$ t table (1,649). That means Product Quality has a significant effect on Buying Interest in the Coffee shop Bandung. Based on simultaneous testing of Product Quality and Sales Promotion, F count (152,709) $>$ F table (3,018). That means Product Quality and Sales Promotion have a significant effect on Buying Interest in the Bandung Coffee shop. Based on the results of the study it can be concluded that the quality of products in good categories, sales promotion in good categories, and buying interest in the good category.

Keyword: Product Quality, Sales Promotion, Buying Interest