

## ABSTRACT

Carrefour is one of the places to shop that developed at this time and almost all community activities in all areas related to online media, then as party Hypermart making innovations profitable and competing and to win the competition, one of the examples of existing payment system via Barcode. The barcode is an optical data sets which are ready by machines. However the use Barcode technology is still limited its use and has not provided more information to its users. Generally this technology used in retail stores as a UPC (Universal Price Code) or reader price of goods automatically. Although the technology of augmented reality and the barcode has been developed but is not fully able to meet all the needs of the user. In everyday life, often when going to buy electronic goods consumers feel confused and did not know the specifications of the goods purchased. Consumers often feel “wrong buy” because it does not know the quality of the goods bought. The greatest challenge to the Hypermart is if the payment for the consumer.

This research data analysis using quantitative methods with the aim to find out how big the influence strategies applied by parties in using the barcode system Hypermart. This research used the 50 respondents as sample and processing the data using *SPSS 23 For Windows* validation test to measure, test reliabilitas, classic assumption test and linear regression. Engineering data collection and research using questionnaires of question form.

Based on the result of research, the percentage for brand image is 55,8% which is included into good criterion. The buying interest variable is 44.2% and is included in both criteria. Brand image significant effect on buying interest by 55,8% and included into good criterion. Brand image significantly influence consumer buying interest.

**Keywords** : Reading Price, price codes.