

ABSTRACT

The purpose of this study was to determine the effect of location, price, product diversity on partial buying interest. The design of this research is survey research using explanatory research methods. The population in this study are consumers in the public market in the city of Bandung. Respondents in this study were 270 people from 40 community markets in the city of Bandung. The data analysis technique used is multiple regression analysis. The results of this study indicate that location influences buying interest, price influences buying interest, product diversity influences enough buying interest.

Keywords: Location, Price, Product Diversity, Purchase Interest