

## ABSTRACT

*Since the end of 2017, private label products are growing rapidly. It is based on the data cited kemenperi of Jawa Pos where the rapidly growing private label business despite weaker purchasing power amid a late start in 2017, even private label products proved to be a "savior" to boost sales. This study aims to determine whether the price and product structuring influence buying interest Indomaret product Bojongsoang Branch Bandung.*

*This research use descriptive research with quantitative approach causality. made to the private label consumer products in Indomaret Bojongsoang Bandung. In this study, data were collected by questionnaires to 100 respondents were taken nonprobability sampling*

*Based on these results and the price of product structuring positive and significant impact on the simultaneous buying interest amounted to 52.7%. and partially show the price variable (X1) positive and significant impact on the partial purchase interest of 30.6%. Later on product structuring variable (X2) positive and significant impact on buying interest at 22,.1%.*

*We can conclude price and product structuring together - the same effect simultaneously on buying interest, with a significance level of  $0.000 < 0.05$ . This shows that the accepted and rejected.!"#*

**Keywords:** *Price, Display Product and Buying Interest*