

## ABSTRACT

*Multilevel marketing is a method of selling goods and services directly to customers through a network developed by distributors in stages. Imogen products from PT. Janitra Jaya Mulia which is marketed directly through the network to customers is one of the products of a multilevel marketing company that is interesting for writers to research because its product sales are quite dominant in the market and not a few of the many people who live in Gowa district mainly housewives know about Imogen products from PT. Janitra Jaya Mulia. This phenomenon is supported by easy access to buy Imogen products because Imogen members are evenly distributed from the city to the village, the enthusiasm of the members to promote on social media but also support each other between groups, until finally the author knows that Imogen products are loved by many. some people who have become members because of the large daily rewards and bonuses that the company gives to members who join members of Satu Komando Imogen PT. Janitra Jaya Mulia.*

*The purpose of this study is to find out what are the factors that influence people's interest in doing business with a multilevel marketing system and identify the most dominant factors that influence people's interest in doing business with a multi-level marketing system for Imogen products. The population in this study is the community who join or join in the member of one command imogen product from PT. Janitra Jaya Mulia which is under the auspices of leader Ayu Lestari Imopreneur from Kab. Gowa. The types and sources of data used in this study are quantitative data types. The data sources used are primary and secondary, the data collection technique uses a questionnaire, the data measurement method uses a Likert scale, uses validity and reliability tests, and the data analysis technique is Principal Component Analysis.*

*Based on the results of the study, it was found that there is 1 forming factor, with the cumulative proportion between 80%-90% and the component of interest in doing business with a multilevel marketing system consisting of factors offering large income, daily income, product quality, community, small capital, flexible time, does not require experience and can determine income, while for the most dominant factor for interest in doing business with a level marketing system in the community who participates in the business of imogen products from PT Janitra Jaya Mulia, flexible time is.*

*Keywords: Interests, Business, Multilevel Marketing.*