

ABSTRACT

This research is motivated by the proliferation of modern market businesses created in the City and in Bandung Regency which has led to competition between modern markets, especially those of the retail type, one of which is the largest modern retail market in Bandung Regency, namely Transmart Buah Batu, in the pre-survey results distributed by researchers, as many as 30 respondents chose less interested in shopping at Transmart Buah Batu, they were not too interested in shopping at Transmart Buah Batu because of its high prices, services such as discounts that only use certain transaction product facilities and promos that are less attractive. In this study, researchers want to know the effect of service quality and promotion on consumer buying interest in Transmart Buah Batu. The purpose of this study is to determine and analyze the effect of service quality and promotion on consumer buying interest in Transmart Buah Batu both partially and simultaneously.

This research uses quantitative methods with descriptive and causal research types. Sampling was carried out by the Accidental Sampling type nonprobability sampling method, with a total of 100 respondents. Data analysis techniques using descriptive analysis and multiple linear regression analysis

Based on the results of descriptive analysis of service quality, promotion and buying interest as a whole are in the excellent category. The results of multiple linear regression analysis techniques show that service quality and promotion have a positive effect on the buying interest of visitors to Transmart Buah Batu Bandung simultaneously. The magnitude of the effect of service quality and advertising together is 71.4% on buying interest and the remaining 28.6% is influenced by other variables not examined in this study such as store atmosphere, price, and marketing mix. Partially, service quality and promotion have a positive effect on buying interest. The highest influence is promotion, namely 45.2% and the lowest influence is service quality, namely 26.1%.

Keywords: *Service quality, promotion, purchase intention, retail, modern market*