

ABSTRACT

This study aims to analyze the effect of product quality, price perception and promotion of purchasing decisions with buying interest as an intervening variable. The population used in this study are consumers or customers of Rabbani Gading Solo. The number of samples used in this study were 125 respondents. The method of data collection is done through a questionnaire. This study uses Structural Equation Modeling (SEM) analysis techniques with AMOS 24.0 analysis tool.

The results of this study indicate that product quality has a positive and significant effect on buying interest, price perception has a positive and significant effect on buying interest, promotion has a positive and significant effect on buying interest and buying interest has a positive and significant effect on purchasing decisions.

Keywords: Product Quality, Price Perception, Promotion, Buying Interest, Purchasing Decision