

## **ABSTRACT**

*This study aims to analyze the effect of price, promotion, and country of origin on buying interest smartphone Samsung. The variables used in this study are price, promotion, and country of origin as independent variables, as well as buying interest as the dependent variable.*

*The number of samples used in this study were 100 respondents representing the Semarang peoples who have used smartphone Samsung and currently use smartphone Samsung. The sampling method in this study is a non probability sampling method with a purposive sampling technique. The method of data collection is done using a questionnaire. This study uses multiple linear regression analysis techniques using SPSS 23 analysis tools.*

*The results of this study indicate that price, promotion, and country of origin has a positive and significant influence on buying interest smartphone Samsung. Country of origin became the highest influence in this research, then price, and then promotion.*

*Keywords: Price, Promotion, Country of origin, Buying Interest*