

## ABSTRACT

*Lion Air Group has been successfully running the Low Cost Carrier business model with the market share of 40 percent of 70 percent a whole the total air transportation passengers (LCC Class) in Indonesia. The Load Factor of Lion Air Group is the largest of its in Indonesia and 4 world best. Currently Lion Air Group was doing new business unit as a company courier and logistic that was named Lion Air Group. Many research of new service development theory equally found that many companies over failed to develop new product or service.*

*This research examines how brand equity and promotional activities affecting purchasing Lion Express interest with an adoption innovation as a variable intervening. This research used multiple regression analysis with the help of SPSS program. A purposive method of sampling used to obtain the total sample as many as 120 respondents.*

*The result of research shows that Lion Air Group brand equity significantly effect to the Lion Express adoption. Promotion activities have significant effect to the Lion Express adoption too. Likewise innovation adoption have significant effect to the purchasing interest of Lion Express.*

*Keywords: Buying interest, Marketing Strategic, Inovation Adoption, Corporate Brand*