

## **ABSTRACT**

*This research aims to determine the effect of brand awareness, perceived quality and price of buying interest Nexian phone. The population in this research were students at the University of Diponegoro. Samples were taken with purposive sampling technique by 99 respondents.*

*This research was conducted by a survey of students at the University of Diponegoro. Surveys done by spreading questionnaire. This research uses three independent variables and one dependent variable. Independent variables consist of brand awareness, perceived quality, and price. While the dependent variable is buying interest. Data were analyzed using regression.*

*The results show that there is one variable that does not affect the buying interest Nexian phone is the price. While other variables ie brand awareness and perceived quality have a positive influence on buying interest. The results of the regression test is  $Y = 0.2559 X_1 + 0.534 X_2$ . Based on statistical data analysis, indicators in this research are realible and valid. In testing the assumptions of classical, model-free regression multicolonierity, heteroscedacity does not happened, and normally distributed.*

*Keywords: brand awareness, perceived quality, price, interest in buying.*