

ABSTRACT

This study aims to analyze the impact of price perception and perceived quality on buying interest with perceived value as an intervening variable on Sriwijaya Airlines Semarang. The variables used in this study include independent variables namely price perception and perceived quality, intervening variables namely perceived value, and dependent variables namely buying interest.

The population in this study are people who live or live in the city of Semarang, and have used the services of the Sriwijaya Air airline at least once in two years. Samples taken by the author and meet predetermined criteria, amounting to 142 respondents. This research used Structural Equation Modeling (SEM) analysis technique using AMOS 24.0 as the analysis instrument.

The results of this study indicate that the 3 hypotheses proposed by the authors in this study, all hypotheses can be accepted. The results of the hypothesis are: hypothesis 1 shows that price perception has a positive and significant effect on perceived value, hypothesis 2 shows that perceived quality has a positive and significant effect on perceived value, and hypothesis 3 shows that perceived value has a positive and significant effect on buying interest.

Keywords: *Price Perception, Perceived Quality, Perceived value, Buying Interest.*