

ABSTRACT

Consumer's purchase interest to buy a product or service based on their needs. Consumer's purchase interest to buy for papers is very high, because paper is one of our need that in daily life. There are a lot of factors influence consumer's re-purchase interest, that are promotion and price.

This study examines the factors that effecting consumer's re-purchase interest on PMS Paper, that are price and promotion. In this study developed a theoretical model with the proposed three hypotheses to be tested using SPSS. Respondents used in this study is the customer of PMS Paper of 121 respondents.

Results from SPSS indices that the questionnaire are valid and reliable, also have normal data distribution, not have a multicollinearity, and heteroscedasticity. From the testing of hypotheses show that the hypothesis is accepted, these mean that price and promotion have positive effect toward customer's re-purchase interest on PMS Paper.

Keywords: Customer re-purchase interest, price, promotion.