

ABSTRACT

Marketing management is one of the supporting factors for the company in achieving company targets, the quality of a product and the promotion carried out by the company must be a concern in order to influence consumer purchase interest. The purpose of this study was to determine and analyze how product quality, promotion and purchase interest at the Kawasaki KLX 150, and to determine the magnitude of the influence of product quality and promotion on purchase interest.

This research method is a type of descriptive research using quantitative methods. This study used a sample of 100 respondents with sampling using non-probability sampling techniques. The data analysis technique used in this study is multiple linear regression analysis with the help of the SPSS Version 21 application.

Based on the results of the research conducted, it can be concluded that the product quality of the Kawasaki KLX 150 is in the "very good" category. Promotions on the Kawasaki KLX 150 are in the "very good" category. Purchase interest in the Kawasaki KLX 150 is in the "very good" category. Multiple linear regression analysis shows that product quality and promotion simultaneously or partially have a positive and significant effect on purchase intention.

Keywords: Product Quality, Promotion, Purchase Interest