

ABSTRACT

In April 2022, Prepp studio organized a Giveaway for a 100 Vespa, successfully balancing the use of social media with promotion in reputable publications including Viva, Wartaekonomi, and innews. Because 60% of the participants in this activity are millennials between the ages of 17 and 37, who make up Prepp Studio's target market, it can be claimed that Prepp Studio is a success. The authors were inspired by the participants' high levels of enthusiasm to further examine this phenomenon in relation to buying interest after creating the marketing. The study aims to look at the impact of marketing mixtures on interest in buying prepp studio products.

The study responded to 100 individuals who knew the product, price, promotion, location of the prepp studio and individuals who had purchased the product of the studio prepp and also had a desire to buy the product. The study used a quantitative method with double linear regression analysis, and a determination coefficient test obtained using SPSS 26.

The results of this study showed that the marketing mix variable had a significant impact on the purchasing interest variable, which had a value of 64.6%. According to the results of the descriptive analysis, customers are happy with the variety of products offered by the prep studio, with the quality they receive in relation to the price they pay, with the ease with which they can complete transactions made available by the prep studio, and with the promotional activities the prep studio has undertaken.

According to the author's advice, the business should make its cards clean so that customers who have membership cards have a referral code to earn points that can be exchanged for discounts on future purchases. It should also offer customers who post testimonials or reviews after a transaction a price reduction or cashback in order to boost customer confidence and increase interest in buying prepp studio.

Keywords: *Marketing mix, Purchase intention and fashion industry.*