

ABSTRACT

This study aims to examine and analyze the effect of product quality and sales promotions on consumer buying interest in the company selling Kawasaki motorcycles . The data was collected through questionnaires and conducted on 100 respondents in central daelerkawasakiCiledug . Analysis of the data in this study using SPSS version 18 . Sampling technique was used convenience sampling and testing techniques of data used in this study include test validity by factor analysis ,Cronbach alpha reliability test . Classical assumption test and multiple linear regression analysis , to prove the hypothesis test and research .

Results of the analysis showed that price influences of quality products to consumers to buy the product Kawasaki motorcycle . There is no effect of sales promotion on consumer buying interest on Kawasaki motorcycle products . There are significant product quality and sales promotions on the products the consumer buying interest Kawasaki motorcycle .

Keywords : Quality Products , Sales Promotion and Consumer Interests Buy .

