

ABSTRACT

This research was conducted at Gundaling Farmstead Berastagi, Karo Regency. Gundaling Farmstead Berastagi, which is a cow's milk processing company, in its business needs to pay attention to product quality, promotions and prices offered to attract consumer buying interest. This research aims to analyze the influence of product quality, promotion and price on consumer buying interest at Gundaling Farmstead. The method used is the Multiple Linear Regression method using the SPSS 24 application. The results of the multiple linear regression equation from the research are $Y = 8.980 + 0.390X_1 + 0.119X_2 + 0.104X_3$. The results of the F test show that the product quality, promotion and price variables have a significant effect on consumer buying interest in Gundaling Farmstead pasteurized cow's milk of 72, 352 with a significant value of $0.00 < 0.05$. The results of the t test show that the product quality variable has a significant positive effect on consumers' buying interest in pasteurized cow's milk of 6.630 with a significant value of $0.00 < 0.005$. The promotion variable has a significant positive effect on consumers' buying interest in pasteurized cow's milk by 2.129 with a significant value of $0.036 < 0.05$, and the price variable has a significant positive effect on consumers' buying interest in pasteurized cow's milk by 2.266 with a significant value of $0.026 < 0.05$.

Keywords: consumer buying interest, milk, price, product quality, promotion.