

ABSTRACT

This study aims to examine the effect of price, promotion and brand image on buying interest with customer loyalty as an intervening variable of Sari Roti products Region 1 West Java, the distribution area of Sari Roti products in region 1 West Java covering the Bandung, Sukabumi, Purwakarta and Cianjur areas with a sample of 140 consumers of Sari Roti products who make purchases in Region 1, there is a positive and significant influence between price on customer loyalty of Sari Roti products Region 1 West Java, there is a positive and significant influence between prices on buying interest in Sari Roti products Region 1 West Java, there is a positive and significant influence between promotions on customer loyalty of Sari Roti products Region 1 West Java, there is a positive and significant influence between promotions on buying interest in Sari Roti products Region 1 West Java, there is a positive and significant influence between brand image on customer loyalty of Sari Roti products Region 1 West Java, there is a positive and significant influence between brand image on buying interest in Sari Roti products Region 1 West Java, price has a positive and significant effect on customer loyalty through consumer buying interest in Sari Roti products Region 1 West Java, promotion has a positive and significant effect on customer loyalty through consumer buying interest in Sari products Roti Region 1 West Java, brand image has a positive and significant influence on customer loyalty through consumer buying interest in Sari Roti Region 1 West Java products.

Keywords : Sari Roti, Price, Promotion, Brand Image and Loyalty