

ABSTRACT

The Influence of Product Innovation, Price, and Promotion on Purchase Interest Bata Shoe Consumers

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This study aims to determine whether product innovation, price, and promotion influence purchase interest. The study uses a quantitative approach, with primary data collected through questionnaires. Since the exact population size is unknown, this study employs purposive sampling as the sampling method, resulting in a total of 180 respondents who are consumers of Bata shoes. Data analysis in this study is conducted using the SPSS version 26 program with multiple linear regression testing. The results of this study indicate that product innovation, price, and promotion significantly influence purchase interest.

Keywords: *Product Innovation, Price, Purchase Interest, Bata Shoes*