Abstract

Herlan Sunandar (2012), ***"The Effect of Price and Location Against Purchase of Consumer Interests in Restaurant Pecel Lele Lela No. Dipati. 248 Bandung ".***
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Influence the determination of price in terms of price consciousness, awareness of the physical value of products, discounts, price quality, price prestis.Lokasi terms of visibility, traffic flow, parking, public transport availability, kesetrategisan location. Consumers buying interest in terms of interest (desire) and awareness (the will). This study aimed to investigate the influence of Pricing and Location Of Interest Buy Consumer at Pecel Catfish Restaurant Lela Street. Measure No. Dipati. 248 Bandung.

Using the method of multiple linear regression, Pearson correlation (Pearson Product Moment), Spearman's coefficient of reliability, Test Method MSI Succesive interval, and hypothesis testing of the F test and the test T. The results showed a partial effect that has significant impact on consumers buying interest to the influence of the variable location of high and strong with great effect by 44.8% and Pricing variables significantly influence on the Consumer Interest in Buying the influence of 17.3 %.

Simultaneously there is a high leverage and a strong and significant relationship between pricing and Location of Interest in Buying the influence of the consumer with 64.1% and the balance of 35.9% is a variable that is not examined

Keywords: Pricing, Location, Consumer Buy Interest