

ABSTRACT

Pengaruh Harga Dan Promosi Terhadap Minat Beli Konsumen Pada Umkm Telur Asin Desa Gambiran Di Jombang

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This research aims to determine the effect of price and promotion on consumer buying interest in Gambiran salted egg MSMEs. This research uses quantitative methods with 100 respondents through questionnaires. The data source uses primary data. Data analysis was carried out with the help of the SPSS program. The results of this research show that price and promotion partially have a positive and significant effect on consumer purchasing decisions.

Keyword: Price, Promotion, consumer buying interest

