

## **ABSTRACT**

This study reveals the gap between a low price, a good product quality, and the promotion used by L'Oreal hair dye product, which was used by Fanny salon, but still caused a salon's decline. This research is aimed at identifying if the price, product quality, and promotion influence the consumer's purchase intention in Fanny salon. The factors that were tested in this research were price, product quality, and promotion as independent variables, while purchase intention was the dependent variable. The research method used was descriptive, with observation and questionnaire distribution as the data collection techniques. The population in this research was the salon customer that was located in Cilampeni with a total of research samples of 100 respondents. The data analysis used multiple linear regression analysis at the significance level of 5%. The program used was SPSS 25 and Lisrel 8.80. the result of the study showed that the independent variables: price, product quality, and promotion, influenced significantly the consumer's purchase intention at Fanny salon. However, it did not affect the consumers to buy Fanny salon's products. Fanny salon should consider other factors that might determine the consumer's purchase intention and also add latest and trendy variations.

**Keywords:** Price, Quality, Promotion, Purchase Intention

## **ABSTRACT**

*This study reveals that there is a gap between a low price, a good quality product , and the promotion of L'Oreal hair paint product used by Fanny salon but sales continue to decline. This study aims to determine whether price, product quality, and promotion affect the buying interest of Fanny salon consumers. The factors tested in this study were price, product quality, and promotion as independent variables, while buying interest as the dependent variable. The research method used is descriptive method, with data collection techniques through observation and distributing questionnaires. The population in this study are salon consumers in the Cilampani area with a research sample of 100 respondents. Data analysis used multiple linear regression analysis at a significant level of 5 percent. The programs used were SPSS 25 and Lisrel 8.80. The results showed that the independent variables, namely price, product quality, and promotion had a significant effect on the buying interest of Fanny salon consumers. However, this does not make consumers want to buy Fanny salon products. Fanny salon should pay attention to various factors that influence consumer buying interest and add the latest and trending variations*

*Keywords: Price, Product Quality, Promotion, Buying Interest*