***ABSTRACT***

*This research aims to analyze the student's response about Suzuki Satria F150 Promotion, student's response about Brand Image of Suzuki Satria F150, level of student's Interest on Suzuki Satria F150 product, and to know how much influence of Promotion on Brand Image and the impact on Buy Interest of Suzuki Satria F150 .*

*The method used in this research is descriptive and verification method. The object of research in this study is a student of Faculty of Economics and Business Economics Pasundan University of Bandung with a sample of 95 respondents. The data collected in the form of primary and secondary data. Data analysis used is path analysis, multiple correlation, and coefficient of determination.*

*The results showed that promotion, brand image, and buying interest can be quite good. Based on the analysis of the coefficient of determination of structure I showed that the promotion contributed to the brand image of 70.8%, while the rest of 29.2% is the influence of other variables. In structure II shows that promotion and brand image contributes to the buying interest of 41.1%, while the rest of 58.9% is the influence of other variables. Overall the results show in structure I there is influence of promotion to brand image, in structure II there is influence of promotion and brand image to buying interest, but the influence of brand image to buying interest in this research bigger compared with influence of promotion to buying interest.*

***Keywords: Promotion, Brand Image, Buying Interest***