

ABSTRACT

Current business competition is getting tighter, every businessman competes to attract consumer interest. Especially businesses in the field of financial services or banking. The purpose of this study was to determine the phenomenon and obtain empirical evidence, as well as conclusions about the promotion and perceive ease of customer buying interest (Survey of customers of PT. Bank Rakyat Indonesia Persero KC Bandung Kopo). This study uses descriptive and verification methods, the sampling technique used is nonprobability sampling with accidental methods. This research was conducted using a survey method by giving a number of statements with closed question techniques by providing a number of choices with an interval scale of 100 customers. The analysis techniques used in this research are multiple linear regression, multiple correlations, hypothesis testing and coefficient of determination. The results of this study reveal that the promotion is in the unfavorable category, perceive ease in the good category, and buying interest is in the good category. The most dominant variable influencing buying interest is the perceive ease.

Keywords : Promotion, Perceive Ease, Consumers Buying Interest