

## INDEPENDENT VARIABLES AFFECTING INTEREST TO BUY

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### **ABSTRACT**

*This study aims to analyze the effect of price on buying interest, the effect of product diversity on buying interest, the effect of service quality on buying interest, the effect of location on buying interest, and simultaneously the effect of price, product diversity, service quality, and location on buying interest.*

*The population in this study are all modern market consumers in Semarang City, who have made purchases more than three times. The number of samples in this study 100 consumers. The sampling technique uses accidental sampling, if it is considered that the consumers who happened to be met are suitable as data sources.*

*The results showed that price had a positive and significant effect on buying interest, product diversity had a positive and significant effect on buying interest, service quality had a positive and significant effect on buying interest, location had a positive and significant effect on buying interest, together with price, product diversity, service quality, and location have a positive and significant effect on buying interest.*

**KEYWORDS:** *Price, Product Diversity, Service Quality, Location, Buying Interest*