

***ANALYSIS OF THE EFFECT OF PRICE ON
CONSUMER PURCHASE INTEREST IN
SCARLETT WHITENING PRODUCTS
(Case Study on Bengkalis Community)***

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ABSTRACT

This study aims to determine the effect of price on consumer buying interest in Scarlett Whitening products in the Bengkalis Community. The object of this research is the consumers of Scarlett Whitening users in the Bengkalis Community which consist of 18 men and 82 women. The type of research used in this research is associative research by distributing questionnaires to 100 respondents using the non-probability sampling method with purposive sampling. The test results show that price has a positive and significant effect on the effect of buying interest in price, meaning that the price variable is one of the variables that can be used to measure the effect of buying interest in price. The determinant coefficient (KD) is 0.64 or 36%, which means that price affects buying interest by 36% while the remaining 64% is influenced by other variables not examined in this study.

Keywords: *Price, Buying Interest.*