

## **ABSTRAK**

Penelitian ini bertujuan untuk menguji seberapa besar pengaruh Pengaruh Promosi, Fasilitas, dan Citra Merek terhadap Minat Beli. Metode pengumpulan data melalui survei dan mengedarkan kuisisioner, dengan sampel 92 responden pelanggan Free n Style Store Padang. Metode analisis yang digunakan adalah analisis korelasi, regresi linear berganda dan uji asumsi klasik. Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh Promosi, Fasilitas, dan Citra Merek secara parsial berpengaruh positif dan signifikan terhadap Minat Beli pelanggan Free n Style Store Padang sebesar (0,00,<0,05). Berdasarkan Uji Simultan (Uji F) diperoleh Promosi, Fasilitas, dan Citra Merek secara bersama- sama berpengaruh positif dan signifikan terhadap Minat Beli pelanggan Free n Style Store Padang sebesar (0,00<0,05).

Kontribusi Promosi, Fasilitas dan Citra Merek terhadap variabel Minat Beli adalah sebesar 80,2% sisanya 19,8% dipengaruhi oleh variabel lain diluar penelitian ini.

**Kata kunci : Promosi, Fasilitas, Citra Merek dan Minat Beli**

## **ABSTRACT**

*This study aims to examine how much influence the influence of Promotion, Facilities, and Brand Image on Buying Interests. The method of collecting data through surveys and circulating questionnaires, with a sample of 92 respondents Free customers from the Padang Style Store. The analytical method used is correlation analysis, multiple linear regression and classical assumption test. The results obtained based on the Partial Test (t test) obtained partially Promotion, Facility, and Brand Image have a positive and significant effect on the interest in Buying Free n customers in the Padang Store Style of (0.00, <0.05). Based on Simultaneous Test (Test F) obtained Promotion, Facility, and Brand Image together have a positive and significant effect on the Interest in Buying Free n customers in Padang Store Style of (0.00 <0.05).*

*Promotional, Facility and Brand Image Contributions to the Purchase Interest variable is 80.2%, the remaining 19.8% is influenced by other variables outside of this study.*

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