

## **ABSTRACT**

### ***THE EFFECT OF PRODUCT, PRICE, PLACE, AND PROMOTION TO THE PURCHASE INTENTION IN ESCOBAR DINE AND BREW JAKARTA***

*The purpose of this study is to determine whether product, price, place and promotion have any effect on the purchase intention in Escobar Dine and Brew Jakarta. The population of this study are the consumers who knew Escobar Dine and Brew Jakarta. There were 100 people consumer sampled, where the sampling used are non-probability sampling method and purposive sampling technique. The data collection technique in this study is by a distribution of questionnaire which uses the Likert scale. Variables used by researcher are product, price, place, and promotion as an independent variable and purchase intention variable as a dependent variable. The result of study data processed by SPSS 21 software, where the method of analysis used multiple linier regression analysis, and tested by validity, reliability and classic assumption test. The result of this study shows that as a partial variable, product ( $X_1$ ), place ( $X_3$ ) and promotion ( $X_4$ ) have a significant effect to purchase intention ( $Y$ ). Meanwhile, price ( $X_2$ ) has no effect on purchase intention ( $Y$ ).*

*Keywords: Place, Price, Product, Promotion, Purchase intention.*

