

ABSTRAK

Judul : *The Influence of Brand Identity on Interest in Buying Fast Food at McDonald's Bintaro Jaya (A Study of People Who Have Exercised on the Jogging Track and the Boulevard Bintaro Jaya Street Bike Path)*

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This study aims to measure the value of Mc Donald's Bintaro Jaya's brand identity and determine interest in buying fast food in Mc Donald's Bintaro Jaya. This research uses a quantitative approach with a descriptive correlational goal, which is to describe the relationship between two or more variables studied. In determining the number of samples studied, this study uses a non-probability sampling design with incidental / accidental sampling technique, which is a technique for determining the sample when meeting a population by chance with the provisions of the selected respondents according to criteria. Due to the unknown population, researchers used the Lemeshow formula to determine the sample size of 96 people. Researchers conducted a survey of respondents by distributing questionnaires to respondents, then researchers collected data and processed it with validity and reliability tests, simple regression analysis, coefficients and correlations. The results showed that the research instrument used was appropriate and could be used in research, and the value of brand identity was quite high, and there was a significant (significant) effect on the X variable (brand identity) on the Y variable (buying interest).

Keywords : *Brand Identity, Purchase Interest, Fast Food, Mc Donald's*