

The Role of Marketing Communication and Innovation on Consumer Purchase Intention (Case Study at Restaurant X in Bandung City).

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- **Abstract:** With the development of technology and information today, many of the business sectors apply technology and media as a tool to carry out marketing activities, especially as a means of communicating products or services so that they can be accepted by consumers. The importance of product innovation is the key to business success where currently many competitors are emerging by offering a variety of products that are claimed to compete with other businesses. This study aims to examine the effect of marketing communication and product innovation on consumer buying interest at Restaurant X in Bandung. The population in this study were 134 consumers who visited the X restaurant for 3 days. The sample in this study was 100 respondents who were selected using the Slovin formula. Multiple linear regression analysis approach with the help of SPSS software version 23 is used in this study. The results show that the variables of marketing communication and product innovation can simultaneously affect consumer buying interest in restaurant X, and can be categorized as good. This study emphasizes that more and more competitors are emerging, the organization must review the communication delivered through digital media so that consumers can find out information about the products offered. Then this research also emphasizes the importance of innovation for business sustainability.
- **Keywords:** marketing communication, innovation, consumer Purchase