ABSTRACT

The development of rapid business world today lead to many new brands popping up, and they try to grab the old brand market. One strategy that a company can compete is to build a good image in the eyes of consumers or the public. To attract interest in buying, the company carries a variety of ways to make the consumer purchase decision can be set to brand it sells. Market share for sales of motor scooters in the year 2009, Honda ranked second after Yamaha.Hal This raises the question "How does buying interest on consumer purchasing decisions at Honda Vario in Semarang?".

Model studies indicate the existence of 4 (four) hypothetical. Sampling technique in this research carried out by accidental sampling method. The number of respondents as the sample is determined in this research is 108 Yamaha's motorcycle user. Technical analysis is used to analyze and interpret the data in this research is the engineering structural equation model (SEM) of the software and AMOS 16. In the process of analysis of research carried out on data obtained from 108 respondents. Results of date analysis will be Causality explain the relationship between variables that are developed in this research model. The normalitas standardized residual covariance < 1,96. While the value determinant of covariance matrix 5.4353 e-001.

Eksogen measurement model and endogen was tasted by using analysis confirmatory. Measurement model is further analyzed with structural equation model (SEM) to test the model kausalitas relationship between the variables that effect and be affected by brand image, sales service, parts availability, advertising appeal, interest in buying and purchasing decisions in compliance goodness of fit criteria are chi square = 251.524; probability = 0.000, GFI = .806, CFI = .944, TLI = 0.933; RSMEA = 0.077; Cmin / DF = 1.582. Based on the results of data analysis can be concluded that the model can be accepted.

Keywords: brand image, sales service, parts availability, advertising appeal, interest in buying and purchasing decision.