

ABSTRACT

Currently the development of the automotive world is growing, the increasing need for transportation becomes one of the triggers. To date, many companies offer a wide range of motorcycle products to meet the needs and tastes of consumers. Automotive companies are certainly competing to create innovative and creative motorcycle products. On the one hand, it is also an opportunity for companies to increase their sales and revenue figures. Consumer purchasing intention is influenced by various consideration factors, one of which is product attractiveness. Each motorcycle product has its own charm. Products that have more appeal, are more likely to be more in demand by consumers.

This study aims to determine and identify the extent to which the relationship of product quality, product design, and functional value to the attractiveness of the product, which later whether these variables will impact on consumer buying interest. This research uses Suzuki Satria Fu 150 motorcycle as research object and Wonosobo society as its research sample. Currently, consumer interest in motorcycles is declining, due to the tight competition of the motorcycle market, especially the category of duck motorcycles. This research uses five variables namely; product quality, product design, functional value, product attractiveness and consumer purchase intention. The sample of respondents used amounted to 100 respondents spread across the region Wonosobo district. Analytical techniques used in this study, using the software program SPSS (Statistical Package for Social Science) version 22.

The results of this research are; product quality, product design, and functional value positively affect product attractiveness, product design also positively affects functional value. Then the attractiveness of the product has a positive and significant effect on purchase intention, while the functional value has no significant relationship to consumer purchase intention.

Keywords: Product Quality, Product Design, Functional Value, Product Attractiveness, Purchase Intention