

## **ABSTRACT**

*This research purposed to find out quality of product, price, and advertising appeal through consumer willingness to buy Yamaha motorcycle products and analyzed the most dominant factor ininfluencing consumer's buying interests on Yamaha motorcycle in Yamaha SS Kedungundu Branch Semarang.*

*The research used 100 samples that were taken from to 100 consumers of Yamaha SS Kedungmundu Branch Semarang obtained by using accidental sampling technique. Then conducted an analysis of data obtained in the form of quantitative and qualitative analysis. Quantitative analysis involves validity and reliability testing, test classic assumptions, multiple regression analysis, Goodness of Fit test through regression coefficient (R<sup>2</sup>), F test and t test. Qualitative analysis is an interpretation of the data obtained in this study and the results of data processing is carried out by giving a description and explanation. The data that have met the test of validity, reliability, and test the assumptions of classical processed to produce a regression equation as follows:*

$$\mathbf{Y = 0,388 X_1 + 0,364 X_2 + 0,205 X_3}$$

*Individually order from each of the most influential variable is the variable product quality with regression coefficient of 0.388, then price variable with regression coefficient of 0.364. While the variables that affect the lowest advertising appeal with regression coefficient of 0.205. The model equation has a calculated F value of 32.871 and a significance level of 0,000. Where F count is greater than F table (3.09) and with a smaller significance level of  $\alpha$  (0.05). It shows that the independent variables in this research is jointly influential to the dependent variable is willingness to buy.*

*Keyword : Product quality, Price, Advertising appeal, Willingness to buy*