

## **ABSTRACT**

*Changes in business' world such as technology improvement, global competition, and smart customer are the background of this research. Purpose of this research is analyzing the influence of quality service, customer value, and company image toward customer's buying interest.*

*It is taking the customers of Suzuki motorcycle in Semarang especially customers of PT.Indo Sunmotor Gemilang Semarang as the research sample because its selling has been decreasing for last few years when it is compared with its competitor. After doing literary review and composing hypothesis, data are collected by questionnaire method which is given to 110 customers using purposive sampling method. The analyzing are using quality and quantity methods. The quality method using double-linear regression analyses with SPSS ver.17.0 for windows in its data's production. Analysis were performed with existing data using a test of validity, reliability, test the classic assumption of multiple regression analysis, and hypothesis testing using the f test and t test and then produce equality, as in :*

$$Y = 0,283 X_1 + 0,396 X_2 + 0,306 X_3$$

*The result shows that quality service, customer value, and company image bring positive toward customer's buying interest. The most influential variable in customer's buying interest is customer value which has 0,396 percent and the less influential variable is variable of quality service which has 0.283 percent.*

**Keywords :** *quality service, customer value, company image, customer's buying interest.*