

## ABSTRACT

Consumer buying interest refers to the behavior shown by individuals in the purchase and use of goods or services. A wide variety of product options offered will attract consumers to make purchases. Honda products as the top of the main brand has declined, as evidenced by the declining market share of sales of Honda motorcycles. This study aims to analyze the influence of brand image, price and product attributes on consumer buying interest in Honda motorcycles

The population in this study were students of Economics, University of Diponegoro who bought and used Honda motorcycles. By using the technique of accidental purposive sampling, number of samples obtained by 75 respondents. The analytical tool used in this study was a multiple linear regression. Prior to the regression test, first tested the validity and reliability as well as classical assumptions.

The results showed that brand image has positive influence on consumer buying interest with a positive value of the regression coefficient of 0.256, meaning that the more positive the brand image of Honda motorcycles in the public eye, then it will increase consumer buying interest, with a t value greater than the value of t table ie  $2.593 > 1.9939$ . Prices positive influence on consumer buying interest with a positive value of the regression coefficient of 0.232, which means that the price of Honda motorcycle products affordable so as to attract the attention of consumers, then it would affect the high consumer buying interest, with t value  $2.427 > 1.9939$ . Product attributes proven positive effect on consumer buying interest with a positive value of the regression coefficient of 0.408, meaning that the varying attributes of products offered Honda motorcycle, then it will increase consumer interest in buying the t value  $3.854 > 1.9939$ .

Keywords: brand image, price, product attributes and consumer buying interest