

ABSTRACT

This study aims to examine and analyze the effect of product brand image and product quality to the consumer appeal of the Yamaha brand motorcycle products, then examine and analyze the effect of the appeal of the product design and price of products on consumer buying interest in the Yamaha brand motorcycle products.

This study was conducted using a survey to the entire community in Pati on buying interest of Yamaha motorcycle and analyzed with multiple linear regression of two stages. The first regression to analyze the effect of product brands and quality products to the consumer appeal of the Yamaha brand motorcycle products, while the second regression to analyze the effect of the appeal of the product design and price of products on consumer buying interest in the Yamaha brand motorcycle products.

The results showed that brand image has a positive and significant effect on the attractiveness of product design Yamaha motorcycles in Pati (0.037), product quality has a positive and significant effect on the attractiveness of product design Yamaha motorcycles in Pati (0.000), attractiveness of product design has a positive and significant influence on consumer buying interest in the Yamaha motorcycle Pati (0.008), and competitively priced products has a positive and significant influence on consumer buying interest in the Yamaha motorcycle Pati (0.000).

Keywords: *brand image, product quality, attractiveness of product design, product prices, consumer buying interest*