ANALYSIS OF INTEREST IN BUYING A HONDA VARIO 150 CC MATIC MOTORCYCLE
(CASE STUDY OF THE COMMUNITY KELURAHAN PONDOK BENDA, TANGERANG SELATAN)

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Abstract

This research is a quantitative research aimed to determine the effect of brand image, price perception, product attributes on the interest in buying a Honda Vario 150 cc Matic motorcycle. The population in this study was the community of Kelurahan Pondok Benda, Tangerang Selatan. The sample size was taken as many as 75 respondents. The sampling method uses non Probability sampling with a purposive sampling method. Data collection by distributing questionnaires. The data analysis technique uses PLS (Partial Least Square) analysis with SmartPLS 3.2.8 software. The results of the study show that the brand image variable does not significantly influence buying interest, Price Perception variable does not have a significant effect on buying interest then the variable Product attributes have a significant effect on buying interest. Of the three independent variables used which have the largest contribution, namely product attribute variables.

Keywords*: Brand Image, Price Perception, Product Attributes, Buying Interest*

ANALISIS MINAT BELI SEPEDA MOTOR MATIC HONDA VARIO 150 CC (STUDI KASUS MASYARAKAT KELURAHAN PONDOK BENDA,TANGERANG SELATAN)

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Abstrak

Penelitian ini merupakan penelitian kuantitatif bertujuan untuk mengetahui pengaruh Citra merek, Persepsi Harga,Atribut Produk terhadap Minat Beli Sepeda motor Matic Honda Vario 150 cc. Populasi dalam penelitian ini adalah masyarakat Kelurahan Pondok Benda,Tangerang selatan, Ukuran sampel diambil sebanyak 75 responden. Metode pengambilan sampel dengan menggunakan *non Probability sampling* dengan metode sampel *purposive sampling*. Pengumpulan data dengan menyebar kuesioner. Teknik analisis data menggunakan analisis PLS (*Partial Least Square)* dengan software SmartPLS 3.2.8. Hasil penelitian menunjukan bahwa variabel Citra merek tidak berpengaruh signifikan terhadap minat beli, variabel Persepsi Harga tidak berpengaruh signifikan terhadap minat beli lalu variabel Atribut produk berpengaruh signifikan terhadap minat beli. Dari ketiga variabel bebas yang digunakan yang memiliki kontribusi terbesar yaitu variabel atribut produk.

Kata Kunci : Citra Merek, Persepsi Harga, Atribut Produk, Minat Beli