

***THE EFFECT OF PRICE, PROMOTION, AND PRODUCT QUALITY ON  
HONDA MOTORCYCLE PURCHASE INTENTION AT THE JAYA ABADI  
MOTOR DEALER IN JEMBER REGENCY***

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***ABSTRACT***

*This study aims to analyze the influence of price, promotion, and product quality partially and simultaneously on the purchase interest of Honda motorcycles at the Jaya Abadi Motor Dealer in Jember Regency. This study uses multiple linear regression analysis methods, with the results showing that the price variable has a negative and significant effect, while the promotion and product quality variables have a positive and significant effect on purchase interest. The simultaneous value of the three variables has a significant effect with an Adjusted R Square value of 0.902, and indicates that the three variables, namely price, promotion, and product quality variables together are able to explain 90.2% of the variation in consumer purchase interest at the Jaya Abadi Motor Dealer.*

*Keywords: Honda, Price, Purchase Intention, Promotion,.*