

***The Influence of Price, Product Design, and Brand Image on Purchase Interest
of All Yamaha Nmax Motorcycles at SIP Nangkaan Bondowoso Dealer***

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ABSTRACT

This study aims to analyze the influence of price, product design, and brand image on purchasing interest in Yamaha All Types of NMAX motorcycles at the SIP Nangkaan Bondowoso Dealer. This research study uses a quantitative approach where questionnaires are distributed to respondents on site. The research population is consumers who have an interest in Yamaha NMAX motorcycles, with an accidental sampling technique of 60 respondents. Data were collected through distributing questionnaires and analyzed using multiple linear regression with the help of SPSS Statistics 25. When viewed partially, the results of the study indicate that price and product design variables do not have a significant effect on purchasing interest. In the same way, the brand image variable shows a significant effect on purchasing interest. In addition, when viewed simultaneously, the three variables price, product design, and brand image have a significant effect simultaneously on purchasing interest.

Keywords: Brand Image, Product Design, Price, and Purchase Interest.