

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh Citra merek, Kualitas produk, Harga, Daya tarik iklan dan *Word of mouth* terhadap Minat beli Yamaha N-max pada CV.BUMI INDAH MOTOR Cabang Manukan Surabaya.

Populasi dalam penelitian ini yaitu pengguna Yamaha N-max yang berada pada CV.BUMI INDAH MOTOR Cabang Manukan Surabaya. Teknik pengambilan sampel menggunakan *probability sampling* dengan jumlah sampel sebanyak 102 responden. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan alat bantu aplikasi SPSS 20.0 (*Statistical Product and Service Solution*).

Hasil penelitian menunjukkan secara simultan bahwa Citra merek, Kualitas produk, Harga, Daya tarik iklan dan *Word of mouth* berpengaruh signifikan terhadap Minat Beli. Secara parsial Citra merek dan *Word of mouth* berpengaruh signifikan terhadap Minat beli sementara Kualitas produk, Harga dan Daya tarik iklan berpengaruh tidak signifikan terhadap Minat Beli.

**Kata Kunci** : Citra Merek, Kualitas Produk, Harga, Daya Tarik Iklan, *Word of Mouth* dan Minat Beli

## **ABSTRACT**

This research aims to examine the influence of brand image, product quality, price, advertising attractiveness and word of mouth on Yamaha N-max buying interest at CV.BUMI INDAH MOTOR Branch Manukan Surabaya.

Population in this research that is Yamaha N-max users who currently on CV.BUMI INDAH MOTOR Branch Manukan Surabaya. Sampling technique using probability sampling with the number of samples of 102 respondents. The analysis method used is multiple linear regression analysis with using SPSS 20.0 (Statistical Product and Service Solution) application tool.

The results showed simultaneously that brand image, product quality, price, advertising attractiveness and word of mouth have a significant influence on Buying Interest. Partially Brand image and Word of mouth have a significant effect on Interests while product quality, Price and Ad appeal have no significant effect on Buy Interest.

**Keywords:** brand image, product quality, price, ad power, word of mouth and buy interest

