

ABSTRACT

The growing demand of society on public transportation, make greater competition among motorcycle company with each other. One of them is Yamaha m3 blue core.

This research is aim to know and to test the impact of perceived quality on purchasing interest in Yamaha m3 blue core.

The primary data is collected through survey methods contains 100 respondent by using accidental sampling technique. This kind of research is descriptive analysis with quantitative methods to 100 respondent which are students of Telkom university faculty of business and communication. While data analysis technique thar writer use is simple linear regression analysis.

The result of this research using descriptive analysis equal to 75,18% for perceived quality variable and 81,72% for purchasing interest variable and showed the result there are the level of middle of correlation and have a significant relation between product quality perceived with purchasing interest.

Therefore, we can conclude that perceived quality have an effect against purchasing interest equal to 27,8% and the rest of them equal to 72,2% be affected by other factor that not studied in this research.

keyword : Perceived of Quality Product, Purchasing Interest, Yamaha, Yamaha Mio M3 Blue Core