

ABSTRACT

PT Astra Daihatsu Motor is an Agent of Daihatsu brand holders in Indonesia and a manufacturer of Daihatsu / Toyota brand vehicles, and related components and businesses. Starting its history in 1973. In 1973, Astra obtained the right to import Daihatsu vehicles to Indonesia. In 1976. One of the strategies to increase Daihatsu's buying interest was brand image and price. With a good brand image and an affordable price can be one of the factors of consumer interest in buying a product, especially in the automotive industry. This study aims to determine the effect of brand image and price on buying interest of Daihatsu New Ayla in Bandung. The method used is descriptive research analysis with quantitative data types. The sampling method is nonprobability sampling with incidental sampling technique that is by distributing questionnaires to respondents who happen to meet with researchers and are suitable as data sources. Data analysis method in this research uses multiple linear regression test. Based on the analysis of 100 respondents, the linear regression equation is obtained: $Y = 175 + 0.323 x_1 + 0.784 x_2$ and the coefficient of determination is 0.635 which shows that the effect of brand image and price simultaneously on buying interest of Daihatsu New Ayla in Bandung is 63, 5% while the remaining 36.5% is influenced by other factors not examined by the author.

Key Word: Citra Merek, Price, Purchase Intention

