

ABSTRACT

Competition in the motorcycle business in Indonesia each year experienced a significant increase, is directly proportional to the purchasing user interest growing, whether it's because of the needs or satisfaction so that some major manufacturers compete in presenting the most efficient motorcycle with a quality product which is guaranteed and they raced off in giving the best services to the customers in order to affect the interest of customer purchase.

This research aims to know the level of interest in the purchase of consumer user of Honda Beat motorcycle produced in PT Astra Honda Motor located at Sunter Jakarta based on the influence of the quality of service and product quality.

Methods used in this research is descriptive and causal method with quantitative approach. The research of using primary data obtained from questionnaires and processed using the method of multiple linear regression analysis with use Nonprobability Sampling techniques using Purpose Sampling with a calculation based on population of Honda Beat sales in 2014 IE the 2,117,948 unit, while this research is located in Jakarta with the percentage of use of 14.2% bringing the total population is 300,748 people so the number of samples in this study was 388 people.

Based on the results of the calculation of statistics on 388 samples, the two variables X 1 and X 2 is the positive effect against the variable Y in which the quality of the product being the biggest points with 52.3% influence and quality of service of 26.8% towards the purchase of interest so that Honda Beat should be focusing more on the quality of product development or in terms of technology, whereas if the simultaneous relationships examined both the variable will effect of 72.2% meaning 27.8% or more are on other variables such as brand , promotion or price.

Keywords: *Quality Of The Product; The Quality Of Service; Purchasing Decisions; Honda Beat*