

ABSTRACT

Motorcycle is a transportation which is widely used for doing some daily activity, every year the number of motorcycle increases especially Honda Beat.

Product Feature, Brand Name, Social Influence and Product Sacrifice can affect to Purchasing Intention on Honda Beat. This Research uses a descriptive method with 122 samples who used Honda Beat and this research uses a multiple linear regression.

Based on the result, Product Feature has a good category with score 76.74%, Brand Name has a good category with score 79.54%, Social Influence has a good category with score 76.72%, and Product Sacrifice has a good category too with score 77.14%. Product Feature, Brand Name, Social Influence and Product Sacrifice has a significant affect with score 78.09% and as partially product feature has no affect to purchasing intention, brand name has affect to purchasing intention, social influence has no affect to purchasing intention, and product sacrifice has affect to purchasing intention.

Keywords: Product Feature, Brand Name, Social Influence, Product Sacrifice, Purchasing Intention