ABSTRACT

The purpose of a company is to find the optimal profit. In this case if the company wants to have a product that is able to compete with competitors and increase the purchasing power of consumers, the company must maintain the image and quality of its products and provide appropriate prices.

This study aims to examine whether the image, product quality and price have an influence on the purchase intention of Honda PCX in Bandung. The population in this study is the community in the city of Bandung. The sample selection technique uses non probability sampling and is obtained 384.16 and rounded up to 385 respondents. Data analysis techniques using the Structural Equation Model (SEM) Partial Least Square (PLS) using the SmartPLS 3.0 application.

The results showed that the image, product quality and price partially influence purchase intentions. Image variable partially has a significant positive effect on purchase intention, while product quality partially has a significant positive effect on purchase intention, and price partially has a significant positive effect on purchase intention. For companies, the results of this study are expected to be used to maintain and continue to pay attention to the image, product quality and price so that consumers are interested in buying products from the company.

Keywords*: Image, product quality, price, purchase intention, Structural Equation Model (SEM).*