

DESIGN, FEATURES, OR QUALITY: WHICH MOST INFLUENCES CONSUMERS' INTEREST IN BUYING A HONDA BRIO?

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Abstract

This study aims to analyze the influence of Product Design, Product Features, and Product Quality on Consumer Purchase Interest in Honda Brio brand cars. The background of this study is based on the high competition in the automotive industry, especially in the LCGC vehicle segment, where understanding consumer preferences is key to designing an effective marketing strategy.

This study uses a quantitative approach with a survey method, which aims to test the influence between variables objectively through statistical analysis. The population in this study were consumers or potential consumers of Honda Brio in Makassar City, while sampling was carried out using the accidental sampling technique, with a total of 100 respondents. The data collection technique was carried out by distributing questionnaires using Google Form which was distributed through social media. The research instrument was tested for validity and reliability before being analyzed. The data analysis method used was multiple linear regression with the help of the SPSS version 26 program. This analysis was used to test the partial or simultaneous influence of the three independent variables on the dependent variable.

The results of the study indicate that partially, the three variables, namely Product Design, Product Features, and Product Quality, have a significant effect on Consumer Purchase Interest, with Product Design as the most dominant variable. This finding indicates that in the context of purchasing a Honda Brio car, consumers pay great attention to the visual and aesthetic aspects of the vehicle, in addition to functionality and quality. Therefore, strengthening the design element is an important strategy in increasing consumer purchase interest.

Keywords: Product Design, Product Features, Product Quality, Purchase Interest, Honda Brio.

INTRODUCTION

The automotive industry in Indonesia has experienced quite rapid development in the last two decades. Technological advances, increasing purchasing power of the community, and government policies that support the growth of the motor vehicle industry have created a competitive climate in the national car market. Consumers now have a variety of vehicle choices that not only consider price, but also design, features, and product quality. In this context, a deep understanding of the factors that influence consumer purchasing interest is important, especially for automotive manufacturers such as Honda.

Honda Brio is one of the most popular vehicle models in Indonesia, especially in the Low Cost Green Car (LCGC) and city car segments. Known for its compact and modern design and good fuel efficiency, Honda Brio is often the main choice for young consumers and small families. However, in an increasingly competitive landscape, Brio's sales success is not only determined by marketing strategy, but also consumer perception of product design, features offered, and overall vehicle quality.

Based on data from the Association of Indonesian Automotive Industries (GAIKINDO), Honda Brio car sales throughout 2023 reached 62,195 units, placing it as the second best-selling car after the Toyota Kijang Innova. This figure shows that Brio has high appeal in the eyes of consumers, while also emphasizing the importance of research into the factors underlying this purchasing interest. GAIKINDO also noted that total wholesale car sales in 2023 reached 1,005,802 units, down from 2022 which reached 1,048,040 units, indicating a shift in preferences or new challenges in the automotive industry (GAIKINDO, 2024).

The phenomenon of increasing demand for vehicles in big cities and urban areas also shows the need for cars that are efficient, easy to drive, and have added value in terms of design and features. Honda Brio as

a city car is a representation of this need. However, tight competition from other brands demands the right product differentiation strategy to maintain market share.

Product design is a visual and functional aspect designed to attract consumer attention and provide aesthetic value and comfort in using the product. Product design plays a significant role in creating a consumer's first impression of a product. In the automotive context, design includes not only an attractive exterior appearance, but also interior comfort, ergonomics, and other aesthetic elements that influence purchasing decisions. Honda Brio is known to have a dynamic and sporty design, which is considered to be in accordance with the characteristics of the young urban generation. According to research by Suryo (2013), innovative product design contributes significantly to consumer purchasing interest, where visual appeal increases the symbolic and emotional value of the product itself.

Product features are also an important aspect that influences purchase intention. Today's consumers are not only looking for functional vehicles, but also equipped with the latest technology and safety features such as infotainment systems, ABS brakes, airbags, and digital connectivity. Competition between vehicle manufacturers in providing superior features is getting tighter, and this is an important variable in this study to determine its effect on consumer purchase intention.

According to Kolopita & Soegoto (2015), features that are relevant to consumer needs can increase perceived value and purchase intention. They found that features such as practicality, safety, and efficiency were dominant factors in purchasing decisions for traditional snacks among teenagers—indicating that the right features can significantly influence purchase intention, including in the automotive sector.

Product features are also a differentiating tool in marketing strategies, reflecting the innovation and efforts of manufacturers in meeting the demands of modern consumers. Pradnyana & Susila (2022) stated that adding features periodically to a product will increase the perception of quality and functional value of an item, thereby strengthening purchasing interest. In the context of the Honda Brio, features such as the ABS braking system, digital display cluster, and active safety features are the main attractions that enhance the car's image as a safe and sophisticated vehicle. Therefore, understanding the product features desired by consumers is very important for product development strategies.

In addition, perceptions of product quality greatly influence purchasing decisions. Product quality refers to the extent to which a product can meet or exceed consumer expectations, both in terms of performance, durability, and reliability. In the automotive industry, product quality includes aspects such as fuel efficiency, driving comfort, engine technology, and material quality. Product quality includes durability, fuel efficiency, driving comfort, and minimal after-sales complaints. High-quality products create consumer trust and loyalty, which can increase sales sustainably. Honda Brio is known for its fuel efficiency and stable performance, but it needs to be analyzed further whether this quality has enough influence on purchasing decisions. Research by Halim and Iskandar (2019) shows that product quality significantly affects consumer purchasing interest. Consumers who assess a product as having high quality tend to have more confidence in making purchases, even at higher prices. Therefore, the perception of quality is a key element in the marketing strategy of automotive products such as the Honda Brio.

Data from the Central Statistics Agency (BPS) shows that household consumption expenditure for transportation is the third largest in the structure of national consumption expenditure. This shows the importance of the automotive sector in the economic structure and provides an illustration that the decision to buy a car is a major economic decision that is carefully considered by consumers (BPS, 2023). Therefore, understanding the motivation and interest in buying a car is an important aspect to be studied academically.

Purchase interest is a psychological stage of consumers before the actual purchase decision is made. Purchase interest is formed through cognitive, affective, and conative processes, which are influenced by the perception, attitude, and information received by consumers about a product. According to Kotler and Keller (2016), consumer purchase interest is the desire to make a purchase of a product after considering the value of

benefits, brand image, and expected experience. In a study conducted by Ramadhani & Yuliana (2023), purchase interest is influenced by many factors such as perception of quality, price, brand image, and social influence, which can simultaneously strengthen purchasing decisions.

Furthermore, purchase intention is also an important indicator in the effectiveness of marketing strategies. A study by Maindoka & Tumbel (2018) confirmed that brand image, viral marketing, and brand awareness significantly influence consumer purchase intention, which ultimately impacts sales levels. Purchase intention is considered as one of the mediating variables that bridges external influences of the company with actual purchasing behavior. Therefore, in the context of automotive marketing, understanding the dynamics of purchase intention is very important to design promotional strategies, features, and designs that are in line with market preferences.

In consumer behavior research, purchase interest is usually measured through five main indicators, namely: (1) intention to try the product; (2) desire to buy in the near future; (3) desire to seek further information about the product; (4) willingness to recommend the product to others; and (5) comparison of purchase interest to similar products from competitors. These indicators reflect the psychological readiness and actual intentions of consumers in making purchasing decisions.

Based on several previous studies, it is known that design, features, and product quality simultaneously have an influence on consumer purchasing interest (Sofa & Parmariza, 2023; Widyasari & Irma 2022). However, there has not been much research that specifically examines the context of the Honda Brio brand in Indonesia with the latest empirical approach, even though this product continues to show significant sales performance in the market.

Therefore, this study aims to examine in depth how product design, product features, and product quality influence consumer purchasing interest in Honda Brio brand cars. The results of this study are expected to provide academic contributions in the development of marketing science and provide practical implications for the automotive industry in designing effective product strategies. This study is also expected to be a reference for manufacturers and stakeholders in formulating automotive product development policies, especially in meeting consumer needs that are increasingly complex and critical of design, features, and quality aspects. By understanding consumer preferences through a scientific approach, manufacturers can maintain a competitive advantage in a dynamic market.

METHODOLOGY

The approach used in this study is a quantitative approach, which aims to test the hypothesis and answer research questions regarding the influence of product design, product features, and product quality on consumer purchasing interest in Honda Brio brand cars. The quantitative approach was chosen because it is able to measure the relationship between variables objectively and can be analyzed statistically (Sugiyono, 2017). This research was conducted in the Makassar City area, which is one of the active automotive markets in Indonesia. The research implementation period began in February 2025.

The population in this study is all consumers who have made a purchase or considered purchasing a Honda Brio car in Makassar City in the past year. The selection of this population is based on the characteristics of active consumers in the automotive market, who have relevant experience or intentions towards the Honda Brio product. This segmentation is important so that the research results reflect the reality of actual consumer behavior in making car purchasing decisions.

The sampling technique used is accidental sampling, which is a sampling technique based on coincidence, where any respondent who is met and meets the criteria as a prospective buyer or owner of a Honda Brio will be used as a research sample (Sugiyono, 2013). This technique was chosen because it is able to reach respondents quickly and efficiently, especially in the process of collecting data online through automotive platforms and Honda car owner communities.

Based on the theory of Hair et al. (2014), if the population size is not known with certainty, then the minimum sample size can be calculated by multiplying the number of indicators of all variables by a number between 5 and 10. In this study, there are 20 indicators representing four research variables, so the minimum number of samples needed is $20 \times 5 = 100$ respondents.

Data collection was carried out through three techniques, namely observation, documentation, and distribution of online questionnaires. The main instrument in the form of an online questionnaire was compiled using the Google Form platform, and distributed through social media such as Instagram, WhatsApp, and the Honda Brio automotive community forum. The questionnaire was designed using a 5-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5), to measure respondents' responses to each indicator of the variables of product design, product features, product quality, and purchasing interest.

Before being used for primary data collection, the questionnaire instrument will be tested first through validity and reliability tests to ensure that the instrument is able to measure the intended variables accurately and consistently. Validity tests are carried out using the Pearson Product Moment correlation technique, while reliability tests are calculated using the Cronbach's Alpha coefficient, with a minimum acceptable reliability value of 0.70 (Hair et al., 2014).

After the instrument is declared valid and reliable, the collected data will be analyzed using multiple linear regression techniques to determine the simultaneous and partial effects of independent variables (product design, product features, and product quality) on the dependent variable (consumer purchase interest). Statistical tests conducted include the t-test (to test partial effects), the F-test (to test simultaneous effects), and the coefficient of determination (R^2) test to determine the combined contribution of the three variables to purchase interest. The entire data processing and analysis process will be carried out with the help of SPSS statistical software version 26.

RESEARCH RESULTS AND DISCUSSION

This study was conducted on consumers of Honda Brio brand cars who live in Makassar City and have owned or have had the intention to buy the car within the past year. Data collection was carried out online through an online questionnaire via Google Form, which was widely distributed through social media. This distribution channel was chosen because the majority of prospective car buyers are active in discussions and product information through digital media.

Of the total target of 100 respondents that were successfully collected, the majority of respondents were male, 68 people (68%), while female respondents numbered 32 people (32%). This proportion shows the dominance of men as decision makers in vehicle purchases, especially in the compact car category such as the Honda Brio which is popular among novice and millennial users.

The age distribution of respondents is in the range of 31 to 40 years, which is classified as a productive age and the majority are millennials. These age characteristics are relevant to the main market segment of Honda Brio, namely young urban people who need economical, modern, and efficient vehicles to support their daily activities. Most respondents are also recorded as having a bachelor's degree and working in the private sector or entrepreneurship, which reflects fairly stable economic involvement and purchasing power capacity.

a) Validity Test and Reliability Test of Instruments

Validity Test and Reliability Test are used to ensure the quality of research instruments, especially questionnaires, so that the data collected is truly reliable and reflects the actual conditions. The following are the results of validity and reliability testing of research instruments.

Table 1 Results of Question Item Validity Test

Question Items	Correlation Coefficient (r)	r table	Information
X1.1	0.787		<i>Valid</i>

X1.2	0.770		Valid
X1.3	0.845		Valid
X1.4	0.843		Valid
X1.5	0.778		Valid
X2.1	0.942		Valid
X2.2	0.963		Valid
X2.3	0.960		Valid
X2.4	0.940		Valid
X2.5	0.835	0.1986	Valid
X3.1	0.835		Valid
X3.2	0.853		Valid
X3.3	0.884		Valid
X3.4	0.829		Valid
X3.5	0.765		Valid
Y.1	0.833		Valid
Y.2	0.885		Valid
Y.3	0.912		Valid
Y.4	0.769		Valid
Y.5	0.711		Valid

Source: Processed Primary Data, 2025

Based on the table above, it can be seen that each question item has a variableProduct design, product features, and product quality on consumer purchasing interest in Honda Brio brand cars, has r count > from r table (0.1986) and has a positive value. Thus it is concluded that all the questions are valid. The results of the reliability testing of the research variables can be seen in the table below:

Table 2 Results of Reliability Test of Research Variables

Variables	Cronbach's Alpha	Criteria	Information
Product Design (X1)	0.864	Cronbach's alpha > 0.60 so it is reliable	Reliable
Product Features (X2)	0.960		Reliable
Product Quality (X3)	0.890		Reliable
Purchase Interest (Y)	0.878		Reliable

Source: Processed Primary Data, 2025

Based on the table above, the results of the reliability test show that the calculated alpha coefficient (r) for all variables is greater than the required criteria of 0.60, namely each of 0.864;0.960;0.890;0.878> 0.60 so it can be said that the question items for all variables are reliable.

b) Multiple Linear Regression Analysis

Multiple linear regression analysis in this study aims to see the accuracy of predicting independent variables.Product Design(X1),Product Features(X2),Product Quality(X3), on the dependent variable of purchasing interest(Y). The multiple linear regression equation model in this study is as follows:

Table 3 Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,179	,352		,508	,613

Product Design	,462	,071	,454	6,522	,000
Product Features	,165	,039	,276	4,224	,000
Product Quality	,354	,064	,370	5,493	,000

Source: Processed Primary Data, 2025

Based on the table above, the multiple linear regression equation used can be made as follows:

$$Y = 0.179 + 0.462X1 + 0.165X2 + 0.354X3$$

Interpretation of the results of the multiple linear regression equation:

- a = A constant of 0.179 can be interpreted that if all independent variables, namely Product Design, Product Features, and Product Quality, are considered constant or do not change, then the value of the dependent variable of consumer purchasing interest on the Honda Brio brand car is at 0.179. This means that when the three independent variables are zero, then the purchasing interest has a positive value of 0.179.
- b1X1 = The regression coefficient of the Product Design variable is 0.462, meaning that Product Design has a positive effect on consumer purchasing interest. This shows that if Product Design increases by 1 unit, then consumer purchasing interest on the Honda Brio brand car will also increase by 0.462 units.
- b2X2 = The regression coefficient of the Product Feature variable is 0.165, meaning that Product Features have a positive effect on consumer purchasing interest. This means that if Product Features increase by 1 unit, then consumer purchasing interest on the Honda Brio brand car will increase by 0.165 units.
- b3X3 = The regression coefficient of the Product Quality variable is 0.354, meaning that Product Quality has a positive influence on consumer purchasing interest. This means that if Product Quality increases by 1 unit, then consumer purchasing interest on the Honda Brio brand car will increase by 0.354 units.

c) Partial Hypothesis Test (t-Test)

The t-test in this study is used to determine the significant influence of the individual independent variables (X), namely product design, product features, and product quality on the dependent variable (Y) of consumer purchasing interest. It can be seen in the following test results table:

Table 4 t-Test Results

Variables	t – count	t - table	Sig.
Product Design (X1)	6,522		0,000
Product Features (X2)	4,224	1,984	0,000
Product Quality (X3)	5,493		0,000

Source: Processed Primary Data, 2025

Based on the results of the partial test calculations, the influence of the independent variables on the dependent variables can be explained as follows:

- a. The t-test or partial test on the Product Design variable (X1) obtained a calculated t of 6.522, which is greater than the t-table.1,984 or from a significance of 0.000 which is smaller than $\alpha = 0.05$, then partially the Product Design variable (X1) has a significant effect on the Consumer Purchase Interest variable (Y).

- b. The t-test or partial test on the Product Feature variable (X2) obtained a t count of 4.224, which is greater than table 1,984 or from a significance of 0.000 which is smaller than $\alpha = 0.05$, then partially the Product Feature variable (X2) has a significant effect on the Consumer Purchase Interest variable (Y).
- c. The t-test or partial test on the Product Quality variable (X3) obtained a calculated t of 5.493, which is greater than table 1.984 or from a significance of 0.000 which is smaller than $\alpha = 0.05$, then partially the Product Quality variable (X3) has a significant effect on the Consumer Purchase Interest variable (Y).

6. Simultaneous Hypothesis Testing (F Test)

The F test is used to determine simultaneously the influence of independent variables (product design, product features, and product quality) on the dependent variable (consumer interest in buying Honda Brio brand cars). The significance of the positive influence can be estimated by comparing and Pvalue $\alpha = 0.05$ or Fcount and Ftable. The following is the calculation of the ANOVA F test statistic which can be seen in the following table:

Table 5 F Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,871	3	3,957	52,111	,000b
	Residual	7,289	96	,076		
	Total	19,160	99			

Source: Processed Primary Data, 2025

Based on table 5 above, it shows that the independent variables, namely product design, product features, and product quality simultaneously influence the dependent variable of consumer purchasing interest in Honda Brio brand cars. This result can be seen from the F count value of 52.111 > Ftable 2.70 with a significance value of 0.000 < $\alpha = 0.05$. These results indicate that the variables, namely product design, product features, and product quality simultaneously affect consumer purchasing interest in Honda Brio brand cars, so that if the variables of product design, product features, and product quality increase together, consumer purchasing interest in Honda Brio brand cars will also increase and vice versa.

7. Coefficient of Determination Test (R2)

The coefficient of determination (R2) essentially measures how far the model's ability to explain the variation of the independent variable. The value of the coefficient of determination is between zero and one. A small R2 value means that the ability of the independent variables to explain the variation of the dependent variable is very limited. The results of the coefficient of determination test can be seen in the following table:

Table 6 Results of the calculation of the Determination Coefficient Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,787a	,620	,608	,27556	1,776

Source: Processed Primary Data, 2025

Based on table 6 above, it can be seen that the R Square value shows a value of 0.620 or 62%. This means that the consumer buying interest variable (Y) is influenced by 62% of the Product Design variable

(X1), Product Features (X2), Product Quality (X3) while the remaining 38% is influenced by other variables not explained in this model.

Discussion of Research Results

1. The Influence of Product Design on Consumer Purchase Interest

From the results of data analysis using multiple linear regression, the t-count value of 6.522 was obtained for the Product Design variable against the dependent variable Consumer Purchase Interest, with a significance value of 0.000, which is much smaller than the significance level of $\alpha = 0.05$. This shows that partially, Product Design has a significant effect on Consumer Purchase Interest in Honda Brio brand cars. Thus, the hypothesis that product design affects purchase interest can be accepted.

These results confirm that product design has its own appeal in shaping consumer intention to make a purchase. In the context of the Honda Brio car, the sporty, modern, and dynamic design is the main visual attraction, especially for young consumers in big cities. The compact and aerodynamic exterior design and functional interior layout make this car appear in accordance with an active urban lifestyle. These findings indicate that aesthetic perception and design suitability to consumer tastes are important components in building a positive product image.

Good design not only creates a strong first impression, but also strengthens the perceived value of the product itself. Consumers tend to view products with attractive designs as higher quality and more worthy of ownership. As stated by Meiliani and Ferdinand (2016), designs that are designed with consumers' emotional aspects in mind can increase their desire to own the product. In this case, Honda Brio has successfully utilized design elements as a differentiation strategy in the entry-level vehicle market.

This finding is in line with the opinion of Kotler and Keller (2016) who stated that product design is one of the important tools in communicating product value to consumers. Innovative design can create strong positioning, strengthen brand identity, and ultimately drive purchasing decisions. Thus, design is not only aesthetic, but also strategic in building brand competitiveness in the market.

Furthermore, Tjiptono (2015) emphasized that design elements that are in line with consumer expectations can increase the perception of quality and reduce the risk of purchase. In the automotive industry, design is also an indicator of social status and an expression of lifestyle, which strengthens its role in the process of forming purchasing interest. This can be seen from the dominance of young consumers who associate vehicle design with their personal identity.

A study by Suryo (2013) also strengthens this finding, where product design is proven to have a dominant influence on consumer purchasing interest compared to other attributes, such as price and distribution. In their study, the aesthetic value resulting from design is the main reason consumers make purchasing decisions, especially for products with emotional involvement such as private vehicles.

Thus, it can be concluded that product design plays a key role in shaping consumer purchasing interest, especially in the context of purchasing a Honda Brio car. Relevant, emotional, and functional design elements can increase positive perceptions of the product and become one of the determinants in purchasing decisions. In an increasingly competitive automotive market, the power of design becomes a strategic asset that not only strengthens brand competitiveness but also increases the chances of converting interest into purchasing action.

2. The Influence of Product Features on Consumer Purchase Interest

From the analysis of the data from the multiple linear regression test results, the t-value is 4.224 for the Product Features variable against the Consumer Purchase Interest variable, with a significance value of 0.000, which is smaller than the significance level of $\alpha = 0.05$. So it can be concluded that partially, Product Features have a significant effect on Consumer Purchase Interest in Honda Brio brand cars. Thus, the hypothesis stating that there is an influence of product features on purchase interest can be accepted statistically.

Based on this partial test, it shows that the existence of superior features on the Honda Brio has a real influence in encouraging consumer intentions to buy the vehicle. Consumers today not only consider price and design, but also pay attention to the features attached to the vehicle, such as safety systems, entertainment technology, and driving comfort. The Honda Brio, which is equipped with features such as ABS + EBD, dual airbags, ECO indicator, digital AC, and touch screen head unit, is a special attraction, especially for young consumers who want a compact but modern and technological vehicle.

Product features provide added value functionally and emotionally, which forms the perception that the vehicle meets the needs of today's lifestyle. This is in line with the characteristics of the Indonesian automotive market which increasingly demands vehicles that are not only usable, but also provide a comfortable and safe driving experience. Features that simplify operation, increase safety, and support entertainment activities are significant attractions in making car purchasing decisions.

This finding is in line with the statement of Kotler and Keller (2016) which states that product attributes, including features, are important components in creating customer value. Features designed based on market needs will increase product competitiveness and strengthen positioning in the minds of consumers. In the context of the Honda Brio, the existence of features that are in accordance with technological trends and the expectations of young urban consumers makes this product remain competitive amidst tight competition with other models such as the Toyota Agya or Daihatsu Ayla.

In addition, Tjiptono (2015) emphasized that product features serve as a powerful means of differentiation, especially in highly competitive and value-added markets. When consumers feel the direct benefits of the features offered, trust and desire to own the product will increase significantly. This is what happened to the Honda Brio, which integrates functional features and ergonomic design as an effective marketing strategy.

Research by Pradnyana & Susila (2022) also supports this finding, where features related to driving safety and comfort have been shown to influence consumer purchase intentions for LCGC vehicles. In their study, the more complete the features offered, the higher the tendency of consumers to choose the product, regardless of price or brand awareness factors. This means that features are a direct indicator evaluated by consumers to assess the quality and value of a vehicle.

Thus, it can be concluded that product features are an important determinant in shaping consumer purchasing interest, especially in Honda Brio cars. Features that support safety, comfort, and ease of driving not only increase product appeal, but also strengthen consumer perceptions of the quality and suitability of the car to everyday needs. In the midst of an increasingly critical and informative consumer era, the existence of relevant features is the main key to winning market interest and trust.

3. The Influence of Product Quality on Consumer Purchase Interest

From the analysis of the data from the multiple linear regression test results, the t-value was obtained as much as 5.493 for the Product Quality variable against the Consumer Purchase Interest variable, with a significance value of 0.000, which is smaller than the significance level of $\alpha = 0.05$. So it can be concluded that partially, Product Quality has a significant effect on Consumer Purchase Interest in Honda Brio brand cars. Thus, the hypothesis that product quality has an effect on consumer purchase interest can be accepted and supported by empirical evidence.

Based on this partial test, it shows that consumer perception of the quality of the Honda Brio car plays a crucial role in shaping interest in purchasing the vehicle. Consumers tend to pay great attention to aspects of engine performance, vehicle durability, fuel efficiency, and the quality of the car's interior and exterior. This reflects that in the compact vehicle category such as the Honda Brio, product quality is the main guarantee for consumers of long-term satisfaction after purchase.

The significant influence of product quality on purchasing interest shows that consumers assess the Honda Brio not only in terms of its appearance, but also from how reliable the car is in supporting daily mobility needs. Stable engine quality, efficient maintenance costs, and driving comfort are important elements in the perception of product value. When the perceived quality is in accordance with consumer expectations, purchasing interest will be even stronger, even exceeding considerations of price or competitor brands.

This finding is in line with the view of Kotler and Keller (2016) which states that product quality is the basis of consumer satisfaction and an important foundation in building customer loyalty. Consumers who feel confident with the quality of the product will be more motivated to make purchases and even recommend the product to others. In this case, the Honda Brio which has been proven to have good engine quality and durability in the Indonesian automotive market has a strong position in consumer perception.

In addition, according to Zeithaml (1988), perception of quality is the result of consumer evaluation of the reliability, durability, and supporting features of the product as a whole. High quality creates a low risk perception in the purchasing process, especially for long-term products such as motor vehicles. Therefore, perception of quality has a direct influence on rational and emotional purchasing intentions.

Furthermore, Tjiptono (2015) stated that product quality is the main indicator in creating customer value and brand image. When consumers feel superior product quality compared to competitors, the tendency to choose the product increases significantly. In the case of Honda Brio, the quality offered such as fuel efficiency, cabin comfort, and engine reliability are competitive advantages that can increase the attractiveness of the product in the eyes of consumers.

Research by Widyasari & Irma (2022) also supports this finding. In their study, product quality was shown to have a significant influence on consumer purchase intentions, especially in product categories that have high prices and long usage periods, such as vehicles. The higher the perceived quality, the stronger the consumer's intention to make a purchase because they feel the value they get is commensurate with the investment made.

Thus, it can be concluded that product quality plays a fundamental role in shaping consumer purchasing interest, especially in Honda Brio cars. Consistent quality that can be proven through real usage experience will strengthen consumer trust in the brand, minimize post-purchase risk, and ultimately drive purchasing decisions. In the tight automotive market competition, product quality is a non-negotiable element in the strategy to win the hearts of consumers.

CONCLUSION

Based on the results of data analysis, this study concludes that the three independent variables, namely Product Design, Product Features, and Product Quality, partially and simultaneously have a significant effect on Consumer Purchase Interest in Honda Brio brand cars. Of the three variables, Product Design shows a dominant influence on purchase interest, as indicated by the highest beta coefficient value ($\beta = 0.454$) and a t-count value of 6.522, which is higher than other variables.

Product design plays an important role because it is the first factor that is visually captured by consumers before they evaluate the features and quality of the product. In the context of the Honda Brio, a modern, sporty design that suits the characteristics of young consumers is the main differentiator in the LCGC vehicle market. Consumers, especially the younger generation and first-time buyers, tend to prioritize the aesthetic appeal of vehicles as a form of self-expression and their urban lifestyle. This is what makes product design the most dominant factor in influencing purchasing interest.

Meanwhile, product features and product quality also have a significant influence on purchase intention, but not as strong as the influence of design. Features such as safety and comfort, as well as engine quality and fuel efficiency, remain important considerations, especially for rational consumers who are oriented towards

long-term functionality. However, the emotional appeal generated by design is stronger in shaping initial perceptions and the desire to own a product.

SUGGESTION

Based on the research results, it is recommended that Honda as a manufacturer continue to strengthen product design elements to maintain and improve the competitiveness of Honda Brio in the Indonesian automotive market. Design not only functions as a visual element, but also as a brand communication tool and product identity that can form an emotional bond with consumers. The development of dynamic, innovative designs that reflect the aspirations of the younger generation will be the key to Brio's future marketing success.

In addition, feature development and product quality improvement must remain a concern. The addition of digital technology-based features, security system improvements, and fuel efficiency will further complement the existing design advantages. The combination of attractive design, advanced features, and reliable quality will make the Honda Brio the main choice for consumers in the entry-level compact car segment.

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