

**ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, PRICE,
AND ADVERTISING ATTRACTION ON INTENTION TO BUY
YAMAHA MOTORCYCLE**

ARTIKEL

Untuk Memenuhi Persyaratan Memperoleh Gelar Sarjana
Ekonomi Program Studi Manajemen Fakultas Ekonomi dan
Bisnis Universitas Labuhanbatu



**AHMAD TRIYUDI
1901300242**

**PROGRAM STUDI MANAJEMEN FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS LABUHANBATU RANTAUPRAPAT
2023**

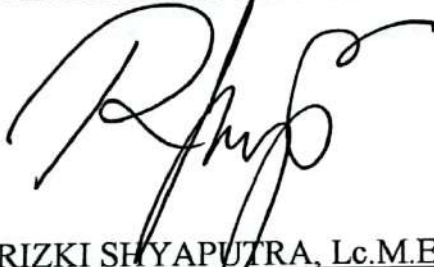
LEMBAR PENGESAHAN ARTIKEL

NAMA : AHMAD TRIYUDI
NPM : 1901300242
PROGRAM STUDI : S-1 MANAJEMEN
JUDUL SKRIPSI : ANALISIS PENGARUH KUALITAS PRODUK,
HARGA, DAN DAYA TARIK IKLAN TERHADAP
MINAT BELI SEPEDA MOTOR YAMAHA

RANTAUPRAPAT, 31 JULI 2023

DISETUJUI:

PEMBIMBING UTAMA



RIZKI SHYAPUTRA, Lc.M.E.I
NIDN. 0117058803

PEMBIMBING PENDAMPING



ELVINA, SE, M.Si
NIDN. 0108108101

MENYETUJUI:

DEKAN



PRISTYO GINO, SE, M.Si
NIDN. 0116118301

KAPRODI MANAJEMEN



ABD. HALIM, SE, M.Si
NIDN. 0126128901

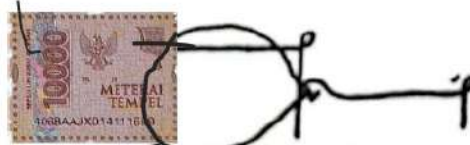
LEMBAR PERNYATAAN ORIGINAL ARTIKEL

NAMA : AHMAD TRIYUDI
NPM : 1901300242
PROGRAM STUDI : S-1 MANAJEMEN
JUDUL SKRIPSI : ANALISIS PENGARUH KUALITAS PRODUK,
HARGA, DAN DAYA TARIK IKLAN TERHADAP
MINAT BELI SEPEDA MOTOR YAMAHA

Dengan ini penulis menyatakan bahwa Artikel ini disusun sebagai syarat untuk memperoleh gelar Sarjana pada Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Labuhanbatu adalah hasil karya tulis penulis sendiri. Semua kutipan maupun rujukan dalam penulisan Artikel ini telah penulis cantumkan sumbernya dengan benar sesuai dengan ketentuan yang berlaku. Jika di kemudian hari ternyata ditemukan seluruh atau sebagian Artikel ini bukan hasil karya penulis atau plagiat, penulis bersedia menerima sanksi pencabutan gelar akademik yang disandang dan sanksi-sanksi lainnya sesuai dengan peraturan perundang-undangan yang berlaku.

Rantauprapat, 31 Juli 2023

Yang Membuat Pernyataan



Ahmad Triyudi
NPM. 1901300242

Letter of Acceptance
No. 118/EKONOMI/04/01/2023

Herewith, the Jurnal Ekonomi Publication informs that the manuscript has been sent with the following data:

Title ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND ADVERTISING ATTRACTION ON INTENTION TO BUY YAMAHA MOTORCYCLES
Author **Ahmad Triyudi, Rizki Syahputra, Elvina**
Affiliation Universitas Labuhan Batu

The article has met the requirements and is **accepted** and will be published in the Jurnal Ekonomi Edition January - March Vol. 12 No. 01, 2023. It is thus this certificate to be used properly.



Medan, 04 January 2023
Managing Editor


Paska Marto Hasugian, M.Kom

Decision conveyed to

1. Leaders of Yayasan Dermawan Cendikiawan Bersatu
2. Concerned
3. Residence documents



Form Review article Jurnal Ekonomi

Article title : ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND ADVERTISING ATTRACTION ON INTENTION TO BUY YAMAHA MOTORCYCLES

Assessment variables	Description	Assessment indicators				
		VB	B	E	G	VG
A. General						
Relevance	Suitability of articles with publication topics and template				✓	
Contribution	The quality of the paper is viewed from the ideas and originality, novelty and innovation				✓	
B. Writing technique						
Article organization	The language used, clarity of article content and ease of understanding by readers				✓	
Abstract (English)	Short, clear and complete, can attract attention and encourage people to take the time to get and read the full paper					✓
Introduction	Clarity of disclosure of background of problem, differences with previous studies, and contributions to be made					✓
Research Method	Research design, procedures(diagrams, algorithms, pseudocode or flowchart)					✓
Results and analysis	Presentation of results and analysis acumen Can be accompanied tables and figures for easy understanding)				✓	
Tables, pictures and citations	Title and numbering and citation techniques					✓
Conclusion	The essence of the findings from the research carried out and their presentation according to the problem					✓
Reference	Appropriateness of references given, procedures for writing and referencing the manuscript (all references must be referenced in the text)					✓
C. Result						
Decision	1. Articles can be published directly [...] 2. Articles can be published with minor revisions [✓] 3. Articles can be published with mayor revisions [...] 4. Please submit articles for evaluation after revision [...] 5. The articles not eligible for publication based on the above reasons [...]					
Suggestions and comments	the involvement of previous research is poured in the introduction.					

*) Give sign (✓) forgrading in one column each row.

Medan, 04 January 2023

Indicator table

	Keterangan
VB	Very Bad
B	Bad
E	Enough
G	Good
VG	Very Good

