**PENGARUH ATRIBUT PRODUK DAN HARGA TERHADAP SIKAP KONSUMEN PADA SEPEDA MOTOR MEREK HONDA**

**DI KOTA PADANG**

Mutiara Refna, Yuhelmi1, Reni Yuliviona2

Manajemen, Fakultas Ekonomi, Universitas Bung Hatta
E-Mail : Mutiararefna@gmail.com, Yuhelmis@yahoo.com, Reniyuliviona@gmail.com

***ABSTRACT***

 *Consumer attitudes reflect whether a person is happy or not happy, likes or dislikes, and agree or disagree on an object. The object that is intended to be a brand, services, retailers and others. This study aimed to examine the influence of product attributes and pricing on consumer attitudes to brand of Honda motorcycle in the city of Padang. The population of users of Honda motorcycles in the city of Padang certainly not countless, so the sampling method used was accidental sampling. In this study, using a sample of 138 people who used motorcycles brand of Honda. Methods of data analysis used multiple linear regression analysis. From the analysis it was found that the product attributes and pricing influenced on consumer attitudes in choosing brand of Honda motorcycles*