ABSTRACT

Along with the changing times and growing competition motorcycle industry in Indonesia, so the auto companies, especially in the field of motorcycle should be able to determine the appropriate marketing strategy for their business can survive and win the competition. To expand market share, then the company should be able to know what is required or expected by consumers. Many factors into consideration before purchasing a product consumers. It can be influenced by factors that are less effective promotions, prices are more expensive than competitors' price offered, quality products that are still many shortcomings and lack of after sales service to give satisfaction to the customer becomes an important factor to be considered by the company.

The purpose of this study was to determine the effect of product quality, price, promotion and after-sales service to the buying decision. This study is a descriptive type of research, ie research that describes the objects that relate to decisions of a general nature. The population in this study were all students at the University of Diponegoro who bought a Yamaha motorcycle. The sample in this study were 100 students at the University of Diponegoro who bought a Yamaha motorcycle was taken by accidental sampling. Data collection is done by using a questionnaire.

The results prove that the three independent variables namely product quality, price, and after-sales service has a positive and significant effect on the dependent variable, namely Yamaha motorcycle purchase decision. While the promotion of the independent variable has no significant effect for the respondent in determining the decision to buy a Yamaha motorcycle. The results of multiple regression test showed That all independent variables (product quality, price, promotion, and after-sales service) a positive influence on purchase decisions. The greatest positive influence on purchase decisions Yamaha motorcycle on Diponegoro University students are on a variable-sales service with a coefficient of 0.303, followed by variable rates with a coefficient of 0.253, then the variable quality of the product with a coefficient of 0.187, while the most influential variables are low and do not signify that promotion of the value of the variable coefficient of 0.037.

Key words: decision of purchase, product quality, price, promotion, sales service.