ABSTRACT

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Buying decision is a decision as the ownership of an action for two or more alternative options. Many factors can influence to the buying decisions of consumers to a product, such as product quality and brand image. Consumer buying decisions can be made for many products, one of which is motorcycle. One motorcycle brand that has been well-known is Honda Beat. The goal of this research was to analyze the effects of product quality and brand image against the buying decision Honda Beat brand as a motor cycle.

Population in this research is the consumers who ride Honda Beat motorcycles in the city of Semarang. Sampling techniques in this research was conducted with a purposive sampling technique and obtained sample for 96 buyers. The type of the data is primary. Data collection method is using questionnaire. Analytical technique was being used is multiple regression.

The result of the analysis is using SPSS version 13 shows that: (1) Products quality influence the significance toward the decision of buying Honda Beat in Semarang. The effect of the biggest is product quality 0,609. (2) Brand image influence the significance toward the decision of buying Honda Beat in Semarang city. The effect of the smallest is merk brand 0,267.

Keywords: products quality, image brand and buying decision