

ABSTRACT

Research on consumer purchasing decisions on a motorcycle product pretty much done. This study aims to examine the return on the factors that influence consumer purchase decisions on a motorcycle Mio. The factors used are quality product, competitive prices, and brand image are hypothesized to influence the purchasing decisions of products of Yamaha Mio.

The analytical method used to analyze the effect of variable product quality, competitive price, brand image to the purchasing decision is by using multiple regression analysis with the help of statistical program spss for windows version 14 and if the P value $< 0,05$ then the H_a accepted and if the P value $> 0,05$ then the H_a rejected. Result research found that the regression equation that is formed is $Y = 0,303X_1 + 0,255X_2 + 0,334X_3$. simultaneously the product quality variable(X_1), competitive price(X_2), brand image(X_3), can influence the purchase decision because the value of the purchasing decision is a quality product, competitive price, brand image, variable partially sellers can not affect the purchase decision.

Advice obtained by the study is the need for marketers to improve the image of Yamaha Mio to give the impression that the motor Yamaha Mio is not cheap. So it can be concluded there is a adjustment to the price of product quality, on the other hand also need for mutual cooperation to be mutually provide products with high quality products, competitive price, and good brand image.

Keyword : Product Quality, Competitive price, Brand image, Purchase decision

