

ABSTRACT

Purpose of this study are: (1)To analyze the effect of product quality and product innovation toward product excellence in order to increase consumer buying decision. (2)To analyze the effect of product excellence and distribution channel in order to increase consumer buying decision.

Samples of this research are 100 consumers that buy Fastron synthetic sae 10w-40. Data used is primary data with collection method is through questionnaires. Technique data used is multiple regression with classic assumption, also validity and reliability testing.

The conclusion of this study are : (1) The higher product quality, so the higher product excellence, (2) The higher product innovation, so the higher product excellence, (3) The higher product excellence, so the higher consumer buying decision, (4) The higher distribution channel, so the higher consumer buying decision.

Keywords: product quality, product innovation, product excellence, consumer buying decision.

