

ABSTRACT

Increasingly intense competition in the two-wheeled automotive industry requires companies to create superior products, effective promotion, and attractive design in order to influence consumer purchase decisions. Yamaha NMAX, a premium scooter produced by Yamaha Indonesia Motor Manufacturing, continues to lead its market segment amid growing competition from Honda PCX. This study aims to examine the effect of product quality, promotion, and design on the purchase decision of Yamaha NMAX motorcycles among consumers of Yamaha FSS Semarang. This research uses a quantitative descriptive-verification approach with a causal design. The study was conducted on Yamaha NMAX consumers in Semarang City using *accidental sampling*, with a total sample of 101 respondents. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression, t-test, F-test, and the coefficient of determination.

The results show that product quality has a positive and significant effect on purchase decisions ($t = 7.482$; $p < 0.001$). Promotion also has a positive and significant effect ($t = 8.575$; $p < 0.001$) and is the most dominant variable (standardized beta = 0.507). Design has a positive and significant effect as well ($t = 8.350$; $p < 0.001$). Simultaneously, product quality, promotion, and design significantly affect purchase decisions ($F = 63.438$; $p < 0.001$), explaining 66.2 percent of the variance in purchase decisions ($R^2 = 0.662$).

The study concludes that product quality, promotion, and design positively and significantly influence the purchase decision of Yamaha NMAX both partially and simultaneously, with promotion being the most decisive factor. The findings can serve as a strategic reference for Yamaha FSS Semarang in strengthening its competitive position amid intensifying competition in the premium scooter segment.

Keywords : *product quality, promotion, design, purchase decision, yamaha nmax*