

ABSTRACT

This study aims to determine how much influence the quality of product, advertising effectiveness, and price to the buying decision that can build customer satisfaction in Suzuki motorcycle Indonesia. This study uses three independent variables are quality of product, advertising effectiveness, and price, customer satisfaction as the dependent variable and the purchase decision as an intervening variable.

The population used in this study is the consumers who use Suzuki motorcycle. This research method using a non-probability sampling technique with accidental sampling method. The sample in this study amounted to 100 respondent. The analytical tool used a multiple regression analysis SPSS 21.

The results showed that all independent variables are quality of product (0,334); advertising effectiveness (0,189); and price (0,344) has a positive and significant relationship to variable purchasing decisions as an intervening variable; intervening variable such as purchasing decisions (0,755) have a positive relationship to the dependent variable is customer satisfaction.

Keywords: *Quality of Product, Advertising effectiveness, Price, Purchase Decision, Customer Satisfaction*