

ABSTRACT

This study aims to determine the effect of product quality, price, celebrity endorser, and product design to the purchase decision. The population used in this study is all consumers who buy or use Yamaha Mio M3 motorcycle products, where respondents are people in the city of Semarang. The number of samples used in this study as many as 100 respondents. The method of data collection is done through questionnaires. This research uses multiple linear regression analysis technique using program SPSS version 21.

The result of the research shows that product quality has positive and significant effect on purchasing decision, price has positive and significant effect on purchasing decision, celebrity endorser has positive and significant effect to purchasing decision, and product design has positive and significant effect to purchasing decision. F test results obtained significance value smaller than 0.05, it can be concluded that the regression model generated fit, so the regression model is significant and feasible to use. The results also mean that product quality, price, celebrity endorser, and product design can be used to predict purchasing decisions.

Keywords: Product Quality, Price, Celebrity Endorser, Product Design, and Purchase Decision