

ABSTRACT

This background of this research is the increasing number of matic motorcycle in market with their own unique features and characteristic. This phenomeon is related to incresing demand of society of practical vehicle that can cater society's needs of high mobility. This research aims to analyze price perception (X1), promotion (X2), product design (X3), and product qualit (X4) upon purchasing decision (Y) of matic motorcycle in Yamaha Mataram Sakti Semarang.

Population used in this research is konsumen who buy and use matic mtorcycle in Yamaha Mataram Sakti Motor Semarang. Total sample used is 100 respondents. Sampling tehcnique used on this research is purposive sampling. Data used is gathered questionnaire. Analysis used in this research is multiple regression.

The result of double regression analysis which had been done is, $Y = 0,202X_1 + 0,212X_2 + 0,245X_3 + 0,368X_4$. Independent variable which is very influential concerning to dependent variable is quality product (0,368) followed by product design variable (0,245), promotion (0,212), and the last is price perception variable (0,202). The result prove that all of independent variables (price perception, promotion, product design, product quality) have positive influence toward dependent variables that is purchasing decision.

Keywords : Price Perception, Promotion, Product Design, Product Quality, and Purchasing Decision.