

ABSTRACT

Total sales of Yamaha motorcycles between 2012 and 2014 decreased , on the other hand Honda has increased , in which the other motor brands tend to stagnate . Among the several factors that led to the transfer of the brand Yamaha to Honda allegedly due to product quality , brand image and price . Thus , this study aims to analyze: 1) the influence of the quality of the product on a Yamaha motorcycle brand switching to Honda ; 2) the effect on the consumer response to the brand image brand switching to Honda Yamaha motorcycle ; and 3) the effect of price on a Yamaha.

Intake sample size (sample size) using the formula Widiyanto (2008) , so the number of respondents found 100 people . Sampling technique using purposive sampling , where researchers focused on respondents who had previously been using the Yamaha brand and brand switching to Honda . Deployment region of respondents in Semarang includes four (4) villages , namely : Banyumanik , Tembalang , Srandol , Gajahmungkur .
otorcycle brand switching to Honda

The results showed :

$$***Y = 0,436 X1 + 0,279 X2 + 0,220 X3***$$

Keywords : QUALITY Product , Brand Image , Price , Brand Switching)