

ABSTRACT

The purpose of this research is to give solution for the decreasing problem of Yamaha Vixion product sales level in year 2011, through some variables such as: product design, advertisement attraction and competitiv price, in order to increase the consumer willingness to buy.

In this research, it used 100 samples that was taken from some people in Madiun. By using the regressive analysis through SPSS software for windows, it shows a result that product design, advertisement attraction and competitiv price have a positif and significant influence to consumer willingness to buy. From those 3 independent variables that used in this research, it shows that product design variable has the biggest impact to consumer willingness to buy. Therefore, implication that suggested in this research is to be better product design quality and then followed more competitive price and make quality advertisment in order to increase the consumer willingness to buy.

Keywords: Product Design, Advertisement Attraction, Competitif Price, willingness to Buy.