ABSTRACT

This study aims to determine the influence of brand image, product quality, and perceived price on purchase decisions of Honda matic motorcycle in Honda Center dealership in Siliwangi, Semarang, and to analyze the most dominant factor affecting those decisions.

The populations used in this study is the customers who have decided to buy Honda matic motorcycle in Siliwangi Honda Center, Semarang. Samples taken are as many as 100 customers, by using *Non-Probability Sampling* method and *Accidential Sampling* approaches, that is the sample determination method based on coincidence, which are the customers using the Honda matic motorcycle in Siliwangi Honda Center, Semarang.

According to the statistical data analysis, the outcome is that the indicators used in this study are valid and the variables are reliable. The classical assumption test, that is the multicolinnearity regression model, indicate that there is no heteroscedasticity, and the distribution is normal. The analysis also prove that the product quality variable indicate the most dominant result on influencing the purchase decisions with a regression coefficient of 0.351, followed by the brand image variable with a regression coefficient of 0.314, and the perceived price variable with a regression coefficient of 0.290. Those results indicate that all of the independent variables affect positively and significancely on the purchase decisions through the F-test and the T-test, while the *Adjusted R-Square* value of 0,873 indicate that 83,7% of the puchase decision variations of Honda matic motorcycle in Siliwangi Honda Center, Semarang, could be explained by those three independent variables, and the remaining 16,3% is explained by the other factors outside this study.

Keywords : *brand image, product quality, price, purchase decisions*