

ABSTRACT

This study entitled “ The Analysis of influence perception price, the product quality, brand image, attractiveness promotion and design product of the buying decision stability car Honda All New Jazz than Competitors (Case Study to Consumer Car Honda All New Jazz in the City of Semarang) ”. which aims to explain the influence perception price, the product quality, brand, promotion and life style of the decision purchase consumers.

In the sampling, this research uses techniques of purposive sampling, the sampling is done with consideration of certain considerations, by observing the respondents contend. Technical data done by the spread a questionnaire as many as 100 people car drivers Honda All New Jazz in Semarang.

The methods of data processing and analysis were using qualitatif analysis including interpretation of data obtained in this study, and results of data processing that have been implemented with a description and explanation, as well as quantitative analysis which are including validity and reliablity test, the classic assumption test, multiple regression analysis test, hypothesis testing by F test and t test, and analysis of coefficient of determination (R^2). This test is used for regression models produced unbiased.

Then data were processed using SPSS (Statistical Package for Social Science) for Windows 15 in a quantitative analysis that produced the regerssion equation as follows :

$$Y = 0,283 X_1 + 0,170 X_2 + 0,226 X_3 + 0,097 X_4 + 0,248 X_5$$

(1) Known that variable perception prices (X_1) have a positive influence and significantly to the dependent variable decision purchase (Y). (2) Known that variable design a product (X_5) have a positive influence and significantly to the dependent variable decision purchase (Y). (3) Known that variable brand image (X_3) ave a positive influence and significantly to the dependent variable decision purchase. (4) Known that variable attractiveness promotion (X_4) have a positive influence but not significantly to the dependent variable steadiness decision purchase (Y). Therefore Honda is expected to prioritize the promotion as a factor that should be improved to attract consumers to deciding purchase of Honda All New Jazz.

Keywords : Steadiness Decision Purchase, Perception of Price, Product Quality, Brand Image, Attractiveness Promotion, Design a product.