

## **ABSTRACT**

*This research was based by a decrease in sales of sport motorcycle Yamaha Byson within the first half in 2012-2014. The sales decline is one indication of a decrease in consumer purchasing decisions against the Yamaha Byson products. This research aimed to examine the effect of product quality, brand image, and the price of the product purchase decision sport motorcycle Yamaha Byson.*

*This research used purposive sampling method, using a sample of 100 people from the user population Yamaha Byson users in the city of Semarang. The analytical method used is multiple linear regression. The results of this research reported the following regression equation:  $Y = 0.310 X_1 + 0.379 X_2 + 0.429 X_3$ .*

*Based on statistical data analysis, indicators in this research are valid and reliable. On the classical assumption test, regression models multicollinearity free, does not occur heteroscedasticity, and the normal distribution. The biggest variable is the variable price which 0.429, whereas the smallest variable is the variable quality of the product which 0.310. Results of the research found that all independent variables are positive and has significant effect on the dependent variable.*

*Keywords: Quality Product, Brand Image, Price, and Purchase Decision*