

## **ABSTRACT**

This study aims to determine how much influence the prices, quality products and promotions in the consumer's decision to buy Honda motorcycles in the city of Semarang. In addition, this study will analyze the factors that influence whether the most dominant in influencing consumers to buy a Honda motorcycle, and things that are important to consumers in factors - factors.

The population in this study are all consumers of Honda motorcycles in Semarang city ever decided to buy a Honda motorcycle. The sample used in this study amounted to 60 people with accidental sampling approach (sampling by chance).

The results of a preliminary analysis performed indicates that valid indicator used to measure the variables that exist. The results of further analysis found that of the three variables used in this study, price becomes the most dominant variable in influencing purchasing decisions with a regression coefficient of 0.397 followed by the variable quality of the product with the regression coefficient of 0.318 and promotion variables with regression coefficient of 0.260. The analysis also showed that the three variables used in this study could explain 51.3% variation in the purchase decision, while 48.7% is explained by other factors that are not used in this study.

**Keywords:** Price, Quality Product, Promotion, Purchase Decision