

ABSTRACT

This research was based a decrease in sales of Yamaha brand motorcycles in thr period 2007 – 2012. The sales decline shows a decrease in consumer purchasing decisions at the Yamaha brand motorcycle products due to intense competition in the market. In addition, because Yamaha has some obstacles, such as lack of plant production capacity that they have.

The aims of this research are to determine the effects of brand awareness, perceived quality, and price toward buying decision of the Yamaha brand motorcycles. The data of this research is collected from 100 respondents who decider Yamaha brand motorcycles. The sampling technique of this research is non probability sampling with the method of purposive sampling. The analysis techniques used in the research are validity test, reliability test, classic assumptions test, normality test, multiple linear regression analysis and hypothesis test including the t test, F test, and coefficient of determination (R²).

The results shows that brand awareness, perceived quality, and price has a positive relationship and significant impact on buying decision. Price variable is the independent variable that has the greatest influence on the purchase decision variable.

Keyword: Brand Awareness, Perceived Quality, Price, Buying Decision