ABSTRACT

This study aims to determine whether the pricing perception, promotion, distribution, product quality, and market segmentation affect the success of products in Yamaha Motor motorcycles Agung Semarang and analyze the most dominant factor in influencing the success of products in Yamaha Motor motorcycles Agung Semarang.

The population in this study are the users and buyers of Yamaha motorcycles in Yamaha Motor Agung Semarang, and loyal users of Yamaha motorcycles. Samples taken were 100 respondents. Data was collected using a survey method through questionnaires filled out by consumers. then the data obtained by using multiple regression analysis. This analysis includes The Test Validity, Reliability Test, Test Classical Assumptions, and Multiple Regression Analysis, Hypothesis Testing by F test and t test, and analysis of coefficient of determination (R^2).

Based on the results of the study, obtained the regression equation : $Y = 0,164X_1 + 0,196X_2 + 0,254X_3 + 0,241X_4 + 0,169X_5$, based on the statistical data analysis, the indicators in this study are valid and the variables are reliable On testing the assumption of classical, model-free regression multikolonieritas, heterokedastisitas not happen, and normally distributed. Individually, the variables that have the most impact is the variables distribution with the regression coefficient of 0,254, then the effect is the smallest is price variables with regression coefficient of 0,164. Hypothesis testing using t Test showed that the five independent variables under study is found to significantly affect the dependent variable product success. Then though the F Test can be seen that the independent variables feasible to test the of the dependent variable success product. Figures Adjusted R Square of 0,595 indicates that the variable success can be explained by the variable

Keywords: Pricing Perception, Promotion, Distribution, Product Quality, Market Segmentation and Product Success.