

ABSTRACT

Consumers need motorcycles as transportation. It encourages the motorcycle manufacturer to win the competition. Yamaha manufacturers, especially motorcycles Yamaha V-Ixion, trying to study consumer behavior in purchasing decisions. This research aims to prove the influence of product quality, brand, and price of purchase decisions Yamaha V-Ixion.

The research sample consists of 100 respondents. Questionnaire instrument is used as data collectors. Testing the validity and reliability of indicators and the concept of a variable indicates the value of the validity and reliability that qualifies as an instrument. With multiple linear regression analysis used to determine the influence of the variable quality of products, brands, and prices on consumer buying decisions and generate the regression equation.

The research found that the regression equation is $Y = 0.261 X_1 + 0.262 X_2 + 0.379 X_3$ where the purchase decision (Y), the variable quality of the product (X_1), brand variables (X_2), and the price variable (X_3). Because the value of all coefficients are positive, this means that the three variables have consistent positive relationship with the dependent variable. Test of the hypothesis using a t test shows that the three studied independent variables showed significantly influencing purchase decisions. Then through the F test can be seen that together these variables influence the purchase decision. Adjust R Square rate of 0.619 indicates that the independent variables can explain 61.9 percent of the variation purchasing decisions. The remaining 38.1 percent is explained by other variables beyond the three variables used in this research.

*Keywords : **product quality, brand, price***