

ABSTRACT

The background of this study is competition of motorcycle industry that is more competitive recently. This matter demands to company to more creative in run the effort activity. Independent variables is product quality (X_1), price (X_2), brand image (X_3). Dependent variable is positive word of mouth (Y). The goal of the research is to analyze the influence or the side-effect of the product quality, price, brand image to the positive word of mouth Honda motorcycle.

Samples that took are 100 respondents with non probability sampling methode with accidental sampling technic. Analysis methode that used is SPSS 17.0 with reliability test, validity test, classic asumsi test, multikolonierity, heteroskedastisity, normality and autocorelation test, regression analysis, determination coefficient, simultan significancy (F test) and individual parameter significancy (t test). The research shows that the t-test result on the product quality, price, brand image variables had a significant difference to the positive word of mouth variable. This research up to validity standard, reliabilitas, free heteroskedastisitas, multikolinearitas and escape test normally.

Result research found that the regression output is $Y = 0,236 X_1 + 0,234 X_2 + 0,350 X_3$. While determination coefficient is got with value adjusted R^2 45,5%. Its mean variable product quality, price, brand image, while the rest 54,5% can be influenced by variable other.

Keywords: *product quality, price, brand image, positive word of mouth.*