ABSTRACT

Along with the changing times and increasing transportation needs brought a breath of fresh air for automotive companies, especially in the field of motorcycles, which are needed by many consumers, in addition to its affordability and easy maintenance. Growth in consumer motorcycle remarkable rise. In the midst of competition is so sharp due to the many brand new arrivals, Honda motorcycle that had long been in Indonesia with all its advantages, still dominate the market and simultaneously meet the transport needs of a robust, efficient and economical. Answering the challenge, yag organization was behind the success of Honda motorcycles in Indonesia continues to strengthen themselves.

The data used are primary data in the form of a questionnaire distributed to consumers who use the Honda Beat in Semarang area of 100 respondents. The variables used are: independent variables in the form of a product, brand, price, and promotion, while the dependent variable in the form of a purchase decision.

Data that have met the test of validity, reliability testing, and test the assumptions of classical processed resulting regression equation as follows:

$Y = 0{,}216 X_1 + 0{,}213 X_2 + 0{,}209 X_3 + 0{,}286 X_4$

Where, the variable product (X_1), brand (X_2), price (X_3), and promotion (X_4) have a positive effect, which means that the increase in the perception of the product, brand, price, and promotion can potentially enhance the purchasing decision (Y).

Key words: purchasing decisions, product, brand, price, and promotion.