

## **ABSTRACT**

*The purpose of this research is to give solution for the decreasing problem of Yamaha product sales level in year 2010 until 2011, through some variables such as: price level, product design and after sales service, in order to increase the consumer willingness to buy.*

*In this research, it used 100 samples that was taken from some people in Semarang. By using the regressive analysis through SPSS software for windows, it shows a result that price, product design and after sales service have a positif and significant influence to consumer willingness to buy. From those 3 independent variables that used in this research, it shows that price variable has the biggest impact to consumer willingness to buy. Therefore, implication that suggested in this research is to be more competitive and then followed by a better product design quality and increase the quality of after sales service in order to increase the consumer willingness to buy.*

**Keywords:** *Competitive Price, Product Design, After Sales Service, willingness to Buy.*