

## ***ABSTRACT***

*This research aims to analyze the effect of product quality, brand image and sales promotion of purchasing decision Yamaha motorcycle matic in the Semarang city. Samples were taken with purposive sampling by 105 respondents.*

*This research was conducted by a survey of buyer / user matic Yamaha motorcycle in the Semarang city by spreading questionnaire. This research used three independent variables and one dependent variable. Independent variables consist of: product quality, brand image, and promotion programs, while the dependent variable is the decision to buy. Data were analyzed using regression.*

*The results showed that all items are questions of each independent variable and the dependent variable is a valid and reliable. The data used in this research are normally distributed, and the classical assumption of the test results, indicating that the regression of capital used in this study are free of multikolonieritas, heteroskedasitas. Based on t test there are two variables that significantly affect positively the decision to buy Yamaha automatic, that is the quality of products and promotional programs, while the other variables that affect a positive brand image, but not significant.*

*Key words: quality of product, brand image, promotional programs, the decision to buy.*