

## **ABSTRACT**

*This research is motivated increasing user capacity motorcycle and a decrease in sales of Honda motorcycles in the period 2011-2013. Penelitian can be formulated that how consumers make purchase decisions phenomenon Honda motorcycles amid increasingly fierce competition . This study aimed to examine the effect of product quality and after-sales services to the purchasing decision of Honda motorcycles in the city of Semarang.*

*This study used a simple random sampling method with a sample of the 100 people of the population of buyers and users of Honda motorcycles in the city of Semarang*

*Based on the results of a study reported the following regression equation :  $Y = 0,411 X1 + 0,336 X2$  Based on statistical data analysis , the indicators in this study are valid and reliable . In the classical assumption test , regression models multikolonieritas free , does not occur heterocedastity , and normal distribution .*

*Keywords : product quality and after-sales service*