

ABSTRACT

This background of this research is the increasing number of matic motorcycle in market with their own unique features and characteristic. This phenomenon is related to increasing demand of society of practical vehicle that can cater society's needs of high mobility. Honda Vario is one of matic motorcycle brand produced by Honda that strives to fulfill that needs by creating a matic motorcycle that focused on reliability and advanced technology. This research aims to analyze the effect of product quality (X1), price (X2), and brand image (X3) upon purchasing decision (Y) of Honda Vario matic motorcycle in Semarang.

Population used in this research is konsumen who buy and use Honda Vario motorcycle in Kota Semarang. Total sample used is 100 respondents. Sampling technique used on this research is purposive sampling. Data used is primary data and is gathered using questionnaire. Analysis used in this research is multiple regression.

From the analysis result, it is concluded that indicators and variables in this research are valid. The most dominant factor in influencing buyer's purchase decision is product quality, which then followed by brand image and price. Determinant coefficient shown in Adjusted R Square is 0,850 means purchasing decision can be explained by three independent variables in this research, which are product quality, price, and brand image, as much as 85% and the rest 15% can be explained by other variable that is not included in this research.

Keyword : Product quality, Price, Brand Image, Purchasing Decision.