

Abstract

Today many manufacturers who produce and sell various brands of motorcycles, due to meet the needs of the ever increasing motorcycle. Currently Kawasaki offers various types of Kawasaki brand motorcycles, such as sport with brand Kawasaki Ninja. The decision to purchase Kawasaki Ninja influenced by many factors, such as product, price perception, promotions and services. The purpose of this study was to analyze the effect of the product, the perception of price, promotion and services to the purchasing decision.

The population in this study is that consumers who buy a Kawasaki Ninja motorcycle at PT. Gemala Sinar Sakti, Jl. Sultan Agung No.. 115 D / E, Semarang whose number is unknown. The sample in this study was 96 respondents. Sampling technique in the study conducted by purposive sampling technique. Is the primary data type. Methods of data collection using questionnaires. The analysis technique used is multiple regression.

The analysis showed that: (1). Products influence on purchasing decisions. (2). Perception of price influence on purchase decisions. (3). Promotion influence on purchasing decision. (4). Services influence on purchasing decision

Keywords : Product, Price Perception, Promotion, Services, Purchasing Decisions