

## ABSTRACT

*The rapid development of automotive industry in Indonesia to make a tight level of competition, especially in the automobile industry. The car manufacturers continue to push the product. This is evident from the diverse array of brands and types of cars in Indonesia. This study sought to determine what factors are affecting the purchasing decisions of Honda Jazz in Semarang*

*The population is all persons who are consumers of Honda Jazz car in Semarang huge numbers (scattered and difficult to know for sure), then the samples were taken for this study. This study will use four independent variables, and therefore the sample to be taken in this study were 80 samples (4X20). The samples in this study using purposive sampling method. Purposive sampling is sample selection based on certain criteria, the criteria in this study is that consumers who have never purchased a Honda Jazz, consumers who are in the city of Semarang.*

*Based on the results of the study indicate that There is a significant positive effect on the quality of the product purchase decision, there is no significant negative effect of price on purchase decisions, there is a positive and significant effect of the promotion on purchase decisions, there is a positive and significant effect between Brand Awareness on purchasing decisions .*

*Keywords: quality of product, price, promotion, brand awareness, purchase decision.*