

## **ABSTRACT**

*ANI MARYANI. The influence of product quality, brand image and price Of the Honda Motorcycle purchasing decisions: a case study in the area of Grogol, West Jakarta (supervisor Ari Anggarani W.P.T).*

*This study aimed to determine the effect of product quality, brand image and price of the Honda motorcycle purchasing decisions: a case study in the area of Grogol, West Jakarta. The variables examined is the product quality, brand image, price and purchase decisions. The independent variable in this study consists of product quality, brand image, and price while the dependent variable is the purchasing decision. The population in this research is the overall buyers and users of Honda motorcycles in the area of Grogol whose number is not known with certainty. While this research is 100 samples of respondents with the method of quota sampling. The sampling method used is the purposive sampling technique. Data analysis method used in this research are Multiple Linear Regression.*

*The results showed that the product quality has a significant value of 0.000 ( $< 0.05$ ), brand image 0.653 ( $> 0.05$ ) and the price of 0.007 ( $< 0.05$ ) so that the quality of the product and the price has a significant influence on the buying decision, besides research results indicate that product quality, brand image and price collectively has significant effects on the purchasing decision, due to the significant value of 0.000 ( $< 0.05$ )*

***Keywords: Product quality, brand image, price, purchase decision.***