

ABSTRACT

Doni Adrianto. *The influence of quality of product, price and design of product toward purchase decision Yamaha Byson Motorcycle: a case study at Kebayoran Lama South Jakarta (Supervised by Jatmiko).*

This study aims to determine the influence of quality of product, price and design of product toward purchase decision Yamaha Byson Motorcycle: a case study at Kebayoran Lama South Jakarta. The variables examined are quality of product, price and design of product toward purchase decision. In this study consist of independent variables (quality of product, price and design of product) and dependent variable is purchase decision. The population in this study is the all people who have bought and used the Yamaha Byson Motorcycle and the number is not known. Samples in this research are 170 respondents with the method of hair sampling. The sampling method is used purposive sampling technique. In this research data analysis method is used the Multiple Linear Regression Analysis.

The results showed that the quality of product partially has a positive and significant impact toward purchase decision Yamaha Byson Motorcycle, price partially has a positive and significant impact toward purchase decision Yamaha Byson Motorcycle and design of product partially has a positive and significant impact toward purchase decision Yamaha Byson Motorcycle. Quality of product, price and design of product simultaneously have a positive and significant impact toward purchase decision Yamaha Byson Motorcycle. The quality of product is the most dominant factor that impact toward purchase decision Yamaha Byson Motorcycl.

Keywords: *quality of product, price, design of product and purchase decision.*