

ABSTRACT

Currently, the needs of motorcycles as a means of transport continues to rise. It encourages motorcycle manufacturers to continue to innovate in order to create products that can compete in the market. Consumer decision in determining or choosing a particular brand of motorcycle is not just happen. Many considerations do consumers before deciding to buy a product, for example, attributes of the product itself.

This study aims to determine the effect of the Decision Pembelian. Variabel Product Attributes freely used in this study was composed of Product Attribute: Product Quality, Product Features, Style and Product Design. The dependent variable in this research that the Purchase Decision Process. The approach and method used is quantitative approach with causal descriptive method. The sample in this study were 400 respondents who are users of motor sport Yamaha V-Ixion Yamaha Flagship Shop visiting Bandung. Data collection methods used were questionnaires and interviews. Analysis of the data used is descriptive analysis and multiple linear regression analysis with F test and t test to determine the effect jointly and partial effect between the variables studied.

Based on the multiple linear regression analysis, simultaneous Products product attributes significantly influence purchasing decisions amounting to 40.2% while the remaining 59.8% is influenced by other variables not examined in this research model. Partially significantly affect product quality that is equal to 47.3%, while the product features, style and design of the product is not significant. To that end, it is expected the company is able to pay more attention to the quality of products owned by motor sport Yamaha V-Ixion in order to continue to improve sales

Keywords: Product Attributes, Purchase Decision