

ABSTRACT

This research aimed to determine the influence between product attribute toward purchase decision on a motorcycle Yamaha NMax in Bandung. This research was conducted to user motorcycle Yamaha NMax in Bandung.

The independent variable is product attribute consisting product quality, product feature, and style and design and dependen variable is purchase decision. The method used is quantitative methods and the type of research is descriptive causal, with a sample of 100 respondents users motorcycle Yamaha NMax in Bandung. The sampling technique used in this research is a nonprobability sampling. Methods of data analysis used in this research is descriptive analysis method, and simple linier regression analysis to determine how much influence product attribute on purchasing decision.

To test the hypothesis of the research by t-test to verify the effect of attribute product toward purchasing decision process partially and by f-test to verify the effect of attribute product toward purchasing decision simultaneously.

Keywords: attribute product and purchasing decision.