

## ABSTRACT

The rapid development of the automotive manufacturers vying with each other to make provide the best products with 150 cc to market in which there is no need, style and power. The purpose of this study to determine the attributes of a product consisting of a variable product quality, product features and design products against the purchase decision process Yamaha V-Ixion in Bandung.

This type of research is descriptive and causal method *nonprobability* sampling with a sample of respondents is 100 respondents. This study also uses multiple linear analysis techniques to methods of computation

results of this study Partially, only the variables that influence product quality high and significant impact on the purchase decision process Yamaha V-Ixion much as 24.1%. To further improve product quality Yamaha Yamaha V-Ixion because kualitas that is the benchmark of respondents to buy products Yamaha V-Ixion.

**Keywords: product attributes, the purchase decision process, Yamaha V-Ixion**