

## **ABSTRACT**

*Transportation needs is the community needs are constantly evolving in line with the increasing mobility of society and the increasing standard of economic life of society. To make the process of marketing a business especially in the services sector, there are seven basic elements that must be considered by the company to the target marketing can be achieved. Each company should be able to perform a process of making products and create a good quality service to every customer. This research aims to determine the quality of the product Nissan Grand Livina at Nissan Dealer Soekarno Hatta Bandung, quality of service at Nissan Dealer Soekarno Hatta Bandung, purchasing decisions Nissan Grand Livina at Nissan Dealer Soekarno Hatta Bandung, great influence product quality and quality of service simultaneously on purchasing decisions Nissan Grand Livina at Nissan Dealer Soekarno Hatta Bandung, and the influence of product quality and service quality partially on purchasing decisions at the Nissan Grand Livina Nissan Dealer Soekarno Hatta Bandung.*

*Variable data this study consisted of two variables: the independent variables and the dependent variable. The independent variables in this study is the quality of product and service quality, while the dependent variable in this study is the purchase decision.*

*This research is descriptive and verification. The sample used in this study obtained by sampling techniques (sampling techniques) nonprobability sampling with simple random sampling. The population in this study are all consumers Dealer Nissan Soekarno Hatta Bandung in 2014 to 2015 as many as 144 people with a sample size of 59 people. Data analysis techniques used are validity, reliability test, classic assumption test, multiple linear regression, coefficient of determination and hypothesis testing.*

*Based on the analysis, the quality of products on the Nissan Grand Livina Nissan Dealer Soekarno Hatta Bandung is considered quite good. Quality of service at Soekarno Hatta Bandung Nissan Dealer pretty good. Purchasing decisions on the Nissan Grand Livina Nissan Dealer Soekarno Hatta Bandung is quite good. Influence of product quality and service quality simultaneously on purchasing decisions at the Nissan Grand Livina Nissan Dealer Soekarno Hatta Bandung 67.8%. The influence of the quality of products partially on purchasing decisions at the Nissan Grand Livina Nissan Dealer Soekarno Hatta Bandung 49.4%. Impact of service quality partially on purchasing decisions at the Nissan Grand Livina Nissan Dealer Soekarno Hatta Bandung amounted to 18.3%*

**Keywords: Product Quality, Service Quality, Purchasing Decisions**