

ABSTRACT

This study was conducted to fulfill what product attributes influence the purchasing decision Honda Vario Techno 125 PGM Fi in North Jakarta. The background of this study is the high public need private transport, especially two-wheelers, making automotive companies should be more keen in looking for opportunities. At the time of this motorcycle is a motorcycle matic favorite this segment is very tight. It certainly makes automotive company Honda did not want to miss these opportunities. PT. Astra Honda Motor rely Honda Vario Techno 125 PGM Fi as one of main products in competition at this automatic segment. The purpose of this study was to determine how product attributes Honda Vario 125 PGM Fi, and how purchasing decisions and to analyze how much influence product attributes on purchase decisions both simultaneously and partially in North Jakarta people.

The theory used in this study is marketing, where there is one element in the marketing mix is the product. Of the product there is an element that can influence purchasing decisions are the product attributes. Next is the purchasing decisions made consumers in making purchasing decisions. This research is descriptive and causal. The population of the research is on North Jakarta people have motorcycles Honda Vario Techno 125 PGM Fi. Sample used a total of 120 samples. Data analysis techniques is multiple linear regression, correlation coefficient, coefficient of determination and hypothesis test in SPSS version 22.

The results that the product attributes include product quality, features, design, price, and brand simultaneously can influence purchasing decisions with a value of $F(10,879) > F$ table (2,29). The results of the analysis coefficient of determination shows that the quality of products, features, design, price and brand influence purchasing decisions by 32.3%. Partially price and brand influence purchasing decisions. Price with $t_{count}(3,031) > t$ table (1,982). And partially the brand with $t_{count}(3,172) > t$ tabel (1,982).

The conclusion is the product attributes that are owned by Honda Vario Techno 125 PGM Fi received good response by consumers, brands get a great response by consumers, while the quality of the products get smaller response of the five variables studied.

Keywords: product attributes, quality, features, design, price, brand, purchasing decisions