

ABSTRACT

As time goes by, the automotive market expands to areas such as Bandung, the very fast growth of vehicles plus people's lives who are increasingly busy with their daily activities, making transportation a very important thing in supporting these activities. The development of the automotive industry is also in line with the growing number of people who have a penchant for vehicle characters such as the Vespa which is a scooter type vehicle where the parent company of Vespa is Piaggio, a well-known brand from Italy. One of the important things for a company to be able to win a market competition, in this case the purchase decision from a consumer that will arise after an alternative evaluation process.

The purpose of this research is to see the effect of price, product quality and brand community on purchasing decisions of Vespa Piaggio among students in Bandung. This study uses quantitative methods with multiple linear regression analysis. Data collection techniques by distributing questionnaires to 385 respondents with samples in this study are consumers who have ever bought a Vespa Piaggio motorbike, a student and domiciled in the city of Bandung. The sampling technique used was purposive sampling.

The results of this study are that the price variable has no significant effect on purchasing decisions for Piaggio Vespa motorcycles, but the product quality and brand community variables have a significant effect on purchasing decisions. Then for the whole variable the influence of price, product quality and brand community simultaneously have a significant effect on purchasing decisions.

Keywords: *Price, Quality Product, Bradn Community, Purchase Decision, Vespa Piaggio*