

ABSTRACT

This study aims to analyze the influences brand image, perceived quality and price toward purchasing decision of Yamaha matic motorcycly. Research design used in this study is the descriptive quantitative approach. The object of the study is 149 respondances and the sample was selected by using convenience sampling technique and analyze regretion linear with Statistical Product Solution of Service (SPSS) program. The result of the study showed that brand image, perceived quality and price influenced in purchasing decision.

Keywords: *brand image, perceived price, perceived quality, purchase decision.*



ABSTRAK

Penelitian ini bertujuan untuk menganalisa citra merek, persepsi kualitas dan harga berpengaruh terhadap keputusan pembelian sepeda motor *matic* Yamaha. Desain penelitian ini menggunakan deskriptif quantitative. Objek penelitiannya adalah 149 responden dan teknik sampel menggunakan *convenience sampling* dan analisa regresi linear dengan program Statistical Product Solution of Service (SPSS). Hasil penelitian ini menunjukkan bahwa citra merek, persepsi kualitas dan harga berpengaruh terhadap keputusan pembelian.

Katakunci: citra merek, keputusan pembelian, persepsi kualitas, persepsi harga.

