

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Harga, Citra merek Dan Kualitas Produk Terhadap Keputusan Pembelian Sepeda Motor Honda *All New Vario 125 eSP*.

Penelitian ini dilakukan terhadap 168 responden. Hasil pengujian Hipotesis menunjukkan bahwa variabel Harga berpengaruh negatif signifikan terhadap variabel Keputusan Pembelian. Variabel Citra Merek berpengaruh positif signifikan terhadap variabel Keputusan Pembelian. Variabel Kualitas Produk berpengaruh positif signifikan terhadap variabel Keputusan Pembelian.

Kata Kunci ; Harga, Citra Merek, Kualitas Produk, Keputusan Pembelian.



ABSTRACT

This research is to know The influence Of Price, Brand Image, And Product Quality To The Purchase Decision Of Motorcycle Honda All New Vario 125 eSP.

This research was conducted on 168 respondents. Hypothesis testing results indicate that the variable Price has a significant negative influence the purchase decision variable. Brand Image variable has positive significantly influence the purchase decision variabel. Product Quality variable has positive significantly influence the purchase decision variable.

Keywords: Price, Brand image, Quality Product, Purchase Decision.

