

ABSTRACT

Marketing is one of the important activities undertaken by the company in its efforts to develop, gain, and maintain the viability of the company it self. Marketing is also a function of the company's business that aims to identify or analyze the needs and desires of consumers, but many people who perceive simply introduce marketing and selling only when actually marketing processes being started before the products are in production and does not end with the sale.

This study aims to determine how much influence the quality of products and prices on purchasing decisions spacy honda motorcycle in PD. Mawar Putra Motor Sumedang either partially or simultaneously. The method used is descriptive and verification with 92 respondents. Data collection techniques used were observation, interviews and questionnaires. Data analysis method used is multiple linear regression, multiple correlation and coefficient of determination.

The results showed that the quality of products, prices and purchase decisions on PD. Mawar Putra Motor Sumedang can be quite good. Product quality and price give strong influence on purchasing decisions amounting to 95.8%. The strong influence of the independent variable is the quality of the product with a coefficient of 50.2%. While the price coefficient of 45.6%.

Keywords: The effect of product quality and price to purchase decision