ABSTRACT

This study aims to determine the effect of product Quality and Price on the Purchase Decision Process Motorcycles Yamaha Vixion either partially or simultaneously in Bandung Batununggal Dealer. The population in the study as many as 237 people who make a purchase at the dealership Batununggal during 2015 and this study’s sample of 70 respondents.

The results showed that partial product quality affects the purchase decision process Yamaha Vixion 0.64% and price variables influence the purchase decision process Yamaha Vixion amounted to 55.28% and simultaneously the variable quality of products and prices affect the purchase decision process by 55.95% and the rest is determined other factors.

Based on this research can be concluded that the hypothesis which states “Price significant effect in the Purchase Decision Process Yamaha Vixion partially, while product quality does not significantly influence the Purchase Decision Process Yamaha Vixion is partial, is simultaneously Product Quality and Price significant effect on the Decision Process Purchase Yamaha-Vixion

KeyWords: Product Quality , Price , and Purchase Decision