**ABSTRAK**

**THE EFFECT OF PRICE PERCEPTION AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR HONDA MOTORCYCLES**

**(Case Study of Honda Motorcycle User Communities in Harjosari I)**

MHD AMIN RAIS DLY

NPM : 143114202

This study is entitled "the effect of price perception and product quality on purchasing decisions of Honda motorcycles (a case study on the community of Honda motorbike users in Harjosari I)" The purpose of this study was to determine the effect of perceived price and product quality on purchasing decisions with the number of samples as many as 50 people of Honda motorcycle users in Harjosari I.

Data collection techniques used are using a questionnaire given to respondents. Data is processed using SPSS version 20.0 for windows. The analysis technique used is multiple linear regression, with the formula y = a + b\_1 x\_1 + b\_2 x\_2 + e, and to find out how much influence the perception of price and product quality on purchasing decisions using the t test (partial).

The results of multiple linear regression tests obtained by the equation Y = 5.143 + 0.554x\_1 + 0.607x\_2 + e where the effect of perceived price and product quality has a significant effect on the purchase decision variable. The coefficient of determination (r2) is 0.513% which means that the variable perception of price and product quality influences the decision to purchase a Honda motorcycle in Harjosari I.

Knowing whether or not this research hypothesis was accepted, a simultaneous test (F Test) was obtained that the value of fcount was 51.165> ft. 3.15, then Ho was rejected and Ha was accepted, so that all independent variables (perceived price and product quality) had a significant influence on the dependent variable ( buying decision).

While the t test (partial) obtained from the perception of price (x\_1) and product quality (x\_2) is tcount 4,780> t table 2,657. Thus Ha is accepted because tcount> ttable. Therefore, it can be concluded that the perception of price and quality of products or independent variables partially has a significant effect on purchasing decisions or variables tied to the harjosari I community.

*Keywords: Price Perception, Product Quality and Purchasing Decisions*