

Abstract

This study examines how the influence of product attributes on the purchase decision process. The background of this study is the high demand of private transport, especially two-wheelers, making automotive companies should be keen in looking for opportunities. At this time the automatic motor bike is the favorite used motorcycle community in supporting kesahariannya thus making the competition in this segment is very tight. This of course makes automotive company Honda does not want to miss these opportunities. They rely Honda Beat as their flagship product in competition in this automatic segment. The purpose of this study was to determine how the product attributes Honda Beat, and how the purchase decision process and to analyze how much influence product attributes against the purchase decision process either simultaneously or partially in the city of Bandung. The theory used in this research is pemasaran, where there is one element in the marketing mix is the product. There is an element of a product which can affect purchasing decisions are the product attributes. Next is the process of purchasing decisions are steps being taken performance consumer making a purchase decision.

This research is descriptive and causal. The population in this study was the city of Bandung which have a motorcycle Honda Beat. Sample used a total of 120 samples. Data analysis technique multiple linear regression, correlation coefficient, determination coefficient and hypothesis test using SPSS version 22. The results that the product attributes that include product quality, features, design, price and brand can simultaneously influence the purchase decision process with grades of $F (12.569) > F \text{ table } (2.29)$. Results of determination coefficient analysis showed that the quality of products, features, design, price and brand influence the purchase decision process by 35.5%. Partially brands and significant influence on the purchase decision process with $t_{\text{count}} \text{ at } 3,211$ while $t_{\text{table}} 1,982$ which means $t_{\text{hitung}} > t_{\text{table}}$. The conclusion obtained is that the product attributes that are owned by Honda Beat gets a good response by consumers. Price is a variable that is getting great responses by design konsumen. sedangkan get a smaller response of the five variables studied.

Keywords: product attribute, quality, features, design, price, brand, purchase decision process