

## **ABSTRACT**

*The increasing human needs make Indonesian people want scooter motorcycles with many advantages. Yamaha Indonesia Motor Manufacturing (YIMM) is currently the pioneer of manufacturers that produce 250cc premium scooters locally in Indonesia. Yamaha N-Max is the premium scooter product leading the highest sales from January 2018 to March 2018 with a figure of 103,411 units.*

*Yamaha N-Max can be said to be the market leader in the premium scooter segment because its sales are highest among other premium scooters year after year. In 2018 the sale of Yamaha N-Max became the backbone of Yamaha scooter sales in the city of Bandung. This research will see the influence of Yamaha N-Max product attributes on purchasing decisions on Yamaha N-Max users at the Yamaha Flagship Shop Bandung.*

*This study uses quantitative research methods with descriptive data analysis, this study also uses simple linear regression analysis techniques for 100 respondents. The sampling method was carried out on Yamaha N-Max motorcycle users at the Yamaha Flagship Shop Bandung. The results of the study showed that there were effects of Yamaha N-Max product attributes on purchasing decisions. The effect is proven through the results of the determination coefficient of 40.2%. This shows that product attributes contribute to consumer purchasing decisions by 40.2%, while 59.8% other represent contributions from other variables not examined.*

**Keywords:** *Product Attributes, Purchase Decisions, Yamaha N-Max.*