Abstract

At present the company to be more flexible in changing times, this will be an impetus for companies to constantly improve the products it produces in terms of both quality and variety of products. Efforts should be made in fulfilling the desires and needs of consumers and maintain the viability of the company is to do a proper marketing strategy and direction, such as improving product attributes, pricing policies, and choosing the right distribution channels to be able to face stiff competition at this time. this research purpose How do consumers on product attributes Piaggio vespa in Bandung. Product attributes are elements of a product that is considered important by consumers and used as a basis for decision making purchases. Product attributes have an important role in influencing the decision of a customer to choose a similar product.

This research uses descriptive method, the research seeks to describe a phenomenon or event systematically and in accordance with what it is. Stages of research starting from defining research topics that determine the perception of the product atibut influence the purchasing decision of the Piaggio Vespa. The data collection is done by observation, library research and interviews with respondents ie Vespa community "MOVE" in Bandung.

The results showed that the quality of the products that have been applied to the Piaggio Vespa excellent because it has been proven in terms of the durability of the product, product reliability, product accuracy and ease of product currently in use. In addition Piaggio Vespa product features and unique from other products and more modern look and has the tools to compete distinguishes Vespa products by other companies. For the style and design of Vespa Piaggio has a luxurious and elegant design and create products that are attractive, easy, safe to use. but for the future Vespa Piaggio will continue to develop products to improve the quality of products is better for the future.

Keyword: Marketing Management, Marketing Mix Elements, Product atributes