

**PENGARUH PRODUK DAN HARGA TERHADAP
KEPUTUSAN PEMBELIAN MOTOR HONDA SUPRA X 125
(STUDI KASUS DI KOTA SEMARANG)**

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Abstraksi

The background of this research is the fluctuation of total selling Motor Honda Supra X 125 in Semarang City. That condition causing research question "Is there any effect of product and price on decision of buying Motor Honda Supra X 125".

The purpose of this research is to know how large the effect of product and price on decision of buying is. The type of this research is explanatory research. The population of this research are the owners of Motor Honda Supra X 125 in Semarang City area, with 100 respondents. Sampling technique used in this research is Area Sampling.

Data used in this research are answers from all respondents in processed questioners. The data analysed qualitatively and quantitatively using simple and double regression analysis.

The result of this study with 5 % significant shows that there are effects of product on decision of buying. This result based on regression analysis, determination coefficient obtained is 15,21 % which means that the product level contribution on decision of buying variable is 15,21 % and the rest influenced by other variable outside of product variable or the value of t_{account} is 4,193. The variable of price independently has an effect on decision of buying with determination coefficient 21,71 % which means that the contribution of price variable on decision of buying variable is 21,71% and the rest influenced by other variable outside of price variable. Then the value of t_{account} is 5,212. Whereas product and price have effects on decision of buying with determination coefficient 27,66% and the rest influenced by other variable outside of product and price. Then the value of F_{account} is 18,583. The suggestion on this research is the company to focuses determining price and gives attention on creating product with high quality. Key words : Product, Price, Decision of Buying.