

## ABSTRACT

**Title** : **Analysis Influence of Brand Image, Price and Service To Purchasing Decision Of Two wheel Vehicle Type Underbone (Study Case at User, Owner Of Two Wheel Wheel Vehicle Type Underbone Brand of Honda, Yamaha, Suzuki and of Kawasaki in Region of Semarang)**

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Transportation in Indonesia specially, more predominated by vehicle two wheels type underbone. Along with the increasing of prosperity and high mobility, peoples need vehicle that more quickly, mobile, have strong perform, and reached price. For that, some manufacturer exist in Indonesia [release] two wheel vehicles type of underbone or more knowledgeable with the title underbone. All the vehicle is marginally mastered in Japan. All the market dominates (outside product of non-Japan) such as: Honda, Yamaha, Suzuki, and Kawasaki. All play at [in] middle market segment downwards, especially [in] class underbone. Underbone in Indonesia market became primadona, because pursuant to its function, shape and practically. For example, in family most of all family member in general can use underbone because its function more practical. All brands [in] consumer, user, owner of two wheel vehicles type underbone eye have different image each other and have special place in each their own hearts.

This research aim to test influence among brand image, service and price to decision of purchasing of vehicle two wheel type underbone brand of Honda, Yamaha, Suzuki, Kawasaki. In addition, test what is there different of perception of brand image, price, service and decision of purchasing felt by each consumer responder, owner of two-wheel vehicle type underbone brand of Honda, Yamaha, Suzuki and of Kawasaki in region of Semarang. Type Research the used is research explanatory, explaining relation among research variables. Way of determination of sample at this research use method of proportionate sampling area, while data collecting technique use sampling technique of accidental.

The research resulted in regression of  $Y = 0,543 + 0,267 X1 + 0,221 X2 + 0,310 X3$  and there are significant and positive among brand image, service and price to decision of purchasing of vehicle of two wheel type underbone. This effect goes simultaneously.

The research showed, that responded feel strong relation among brand image, price and service to purchasing decision of two wheels vehicle type underbone. From Chi Square (X2) calculation, indicates there is different that responder (user, owner of two wheels vehicle type underbone brand of Honda, Yamaha, Suzuki and Kawasaki) feel in price variable, especially in brand of Honda. This cause, price and quality that offer in the market are not balanced.

This research has some frailty. First, there is no age limitation of vehicle two-wheel type underbone. Second, there is no subdividing of cylinder volume "cc" among two wheels vehicles type underbone. I hope that, this becomes a useful input for research hereinafter.