

**PENGARUH ATRIBUT PRODUK DAN HARGA TERHADAP
KEPUTUSAN PEMBELIAN SEPEDA MOTOR YAMAHA di KOTA
SEMARANG**

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Abstract

The strict of business competition on motorcycle nowadays forces the product maker to focus their market area. Market person sould take a note of costumers attitude, since motorcycle todays is not only become transportation medium but also become life style. In anticipating the competition, PT Yamaha Motor Kencana Indonesia need to take a policy related with the fixed price regulation and quality increase on product attribute, both intrinsic attribute that connect to physic condition and extrinsic attribute that connect to after sales service. The research shows that respondent appraise good for Yamaha attribute product, beside the price is quite cheap. With this condition, there is a hope that the consumer will take the product without doubt. So that the quality of product attribute should be kept and risen. The the price should be fixed in collecting a lot of people with bonus and innovative gifts.

Key Words : Product Attribute, Price, Purchasing Decision