

## ABSTRACTION

**Title** : **THE INFLUENCE OF QUALITY PRODUCT AND BRAND EQUITY FOR TAKING CONSUMER BUYING DECISION ON HONDA MOTORCYCLET (Study on the buyers of Honda motorcycle at “H. Solkhan Motor” Showrooms Cepiring Kendal**

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Consumer will be consider about brand and quality of product on taking their buying decision. For consumer, quality of product is so important. In the other hand, consumer have notice, reception, and high preferences for the brand which they think is reputable (have high brand equity). To more strong the brand equity of product, so the attraction will be more strong which that is can to drive cosumer to do take cosumer buying decision.

Variable of this research are Quality of Product ( $X_1$ ), Brand Equity ( $X_2$ ), and the Taking of Consumer Buying Decision ( $Y$ ). The trouble formulation of this research is the sales of Honda motorcycle at “H. Solkhan Motor” showrooms always higher than the other brand which is show the high of taking buying decision by consumer. This taking of buying decision is influence by quality of product and brand equity of Honda motorcycle.

This research use explanatory research type with purposive sampling technique and use sampling with 90 respondece who is the buyers of Honda motorcycle at “H. Solkhan Motor” showrooms which have buy or had Honda motorcycle more than 1 (>1 kali) for use by self (family) and not for sell again. The result is analyze by qualitatif and quantitatif analysis by validity and reliability test, simple and multiple linear regression analisis, coefficient determinant, t test, and F test.

The result and recommendation of this analysis is there is a significant and positif influence between quality of product and taking buying decision by consumer of Honda motorcycle that  $t_{count} (5,045) > t_{table} (1,987)$  and there is a significant and positif influence between brand equity and taking of buying decision by consumer of Honda motorcycle that  $t_{count} (5,298) > t_{table} (1,987)$ . There is a significant and positif influence between quality of product and taking of buying decision by consumer that  $F_{count} (17,170) > F_{table} (2,71)$ . Coefficient determination of Quality product ( $X_1$ ) and Brand Equity ( $X_2$ ) for Taking of buying decision by consumer ( $Y$ ) is 28,3%. The writer suggest that Honda motorcycle have to rise their innnovation in order to more rise their brand on consumer brain.