

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Product*, *Price*, *Promotion*, dan *Distribution* terhadap keputusan pembelian sepeda motor Honda pada ABC Motor Kalasan Sleman Yogyakarta secara parsial.

Penelitian ini berjenis kuantitatif. Teknik pengambilan sampel, yaitu dengan cara *Simple Random Sampling*, yaitu pengambilan sampel anggota populasi dilakukan secara acak tanpa memperhatikan strata yang ada dalam populasi tersebut. Analisis data menggunakan analisis regresi linear berganda dengan aplikasi SPSS IBM. 22.

Hasil penelitian menunjukkan bahwa *Product* berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian motor Honda ABC Motor Kalasan. *Price* berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian motor Honda ABC Motor Kalasan. *Promotion* berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian motor Honda ABC Motor Kalasan. *Distribution* berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian motor Honda ABC Motor Kalasan.

**Kata Kunci:** *Keputusan Pembelian, Produk, Harga, Promosi, Distribusi*

## **ABSTRACT**

This study aims to analyze the influence of Product, Price, Promotion, and Distribution on purchasing decisions of Honda motorcycles in ABC Motor Kalasan Sleman Yogyakarta partially.

This research is of quantitative type. The sampling technique is Simple Random Sampling, ie sampling of members of the population is done randomly regardless of the strata that exist in the population. Data analysis used multiple linear regression analysis with IBM SPSS 22 applications.

The results showed that the product had a positive and significant effect partially on the purchasing decisions of the consumer of the ABC Motor Kalasan. Price had a positive and significant effect partially on the purchasing decisions of the consumer of the ABC Motor Kalasan. Promotion had a positive and significant effect partially on the purchasing decisions of the consumer of the ABC Motor Kalasan. Distribution had a positive and significant effect partially on the purchasing decisions of the consumer of the ABC Motor Kalasan.

***Keywords: Purchase Decisions, Products, Prices, Promotions, Distribution***