ABSTRACT

Muhammad Iffan (2011), "*ANALYSIS OF BRAND IMAGE AND PRODUCT QUALITY IMPACT ON CONSUMERS PURCHASE DECISION ON YAMAHA MIO MOTORCYCLE IN JG MOTOR (PT. JAYAMANDIRI GEMASEJATI) BANDUNG".*
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This study consisted of three variables, including two independent variables and a dependent variable. The independent variables of this study is brand image and product quality, while the dependent variable is purchase decision.

This purpose of this study is to determine brand image, to determine product quality, to determine purchase decision, and intends to determine the effect of brand image and product quality on purchase decision either partially or simultaneously on Yamaha Mio Motorcycle in JG Motor (PT. Jayamandiri Gemasejati) Bandung.

The research method used in this research is descriptive research method (qualitative) by using analysis of respondents and verifikatif research method (quantitative) by using a statistical test analysis which is multiple linear regression analysis, multiple correlation analysis, coefficient of determination analysis, and hypothesis testing.

The influence of brand image to purchase decision is significant about 34,2%. The influence of product quality to purchase decision is significant about 27,9%. And the influence of brand image and product quality to purchase decision simultaneously is about 62,1%.

The conclusion is purchase decision on Yamaha Mio motorcycle in JG Motor (PT. Jayamandiri Gemasejati) is largely influenced by brand image and product quality, while the rest influenced by other factors.

Keywords: Brand Image, Product Quality, and Purchase Decision