

## **ABSTRACT**

### ***THE EFFECT OF DIFFERENTIATION, PROMOTION, POSITIONING AND QUALITY PRODUCTS CUSTOMERS PURCHASE DECISION ON MOTORCYCLE (STUDY IN CENTRAL LAUTAN TEDUH TELUK BETUNG DEALER YAMAHA, BANDAR LAMPUNG)***

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*The purpose of this research was to find out and analyze the influence of differentiation, promotion, positioning and quality products on consumer buying decision in Yamaha motorcycle products. The type of this research is survey research, and the population is 97 respondents of dealer central Teluk Betung, Bandar Lampung whos wear Yamaha motorcycle. Technique of this research probability sampling with simple random sampling method and analized using multiple linier regression. The result show that partially one independent variables which positioning have significant influence on buying decision of Yamaha motorcycle. Meanwhile, effect of differentiation, promotion and quality products has no significant effect on buying decison. Simultaneously, the four independent variables together have significant effects to dependent variable. Conclusion: positioning have significant influence on consumer buying decision consumer in the Yamaha motorcycle product.*

**Keywords:** *The effect of differentiation, promotion, positioning, quality products, Purchase Decision.*