ABSTRACT


**Keywords: Effects, Purchase Decision, Product Attributes**

Consumer behavior is one factor to consider in product marketing efforts. Appropriate marketing strategy is one way to achieve the company's goals is to determine the needs and desires of consumers in order to create the right product. Thus increasing sales and winning the competition can be achieved. So also do the motorcycle manufacturer matic line with increasing demand.

This research is quantitative survey approach and the total sample of 100. In this study, the independent variables consisted Brand, Price, Quality, Style, and Security, besides dependent variable is the consumer purchase decision. Testing instrument are using validity and reliability. Besides methods of data analysis using multiple redesi linear and for analyzing the hypothesis was tested with the F test and t test.

The results showed that the independent variable: Brand, Price, Quality, Style, and simultaneously guarantee a significant effect on purchasing decisions Honda Beat motorcycle. Partially a significant effect was Brand, Quality and Assurance, which does not affect the price and Style. While the dominant variable is the variable brand.