

## **ABSTRACT**

### ***The Influence of Price, Brand Image and Product Quality on the Decision to Purchase a Honda PCX in South Jakarta***

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*This research aims to test and analyze the influence of price, brand image and product quality on purchasing decisions for Honda PCX motorbikes in South Jakarta. This research is quantitative research. Sampling used a purposive sampling method of 132 respondents. The data collection method uses a questionnaire distributed via Google Form, which is analyzed using multiple linear regression with the help of SPSS 24 software. The research results show that price and brand image have a positive and significant effect on purchasing decisions. Meanwhile, product quality does not significantly influence the decision to purchase a Honda PCX motorbike in South Jakarta.*

**Keywords:** *Price, Brand image, Product quality, Purchasing decisions.*