

Abstract

The aim of this research is to analyze the influence of product quality, price and brand image on the decision to purchase a Honda car at the Permata Hijau Honda Dealer. This research used a non-probability sample and used a purpose sampling technique, data was collected through a questionnaire in the form of Google Form and a sample of 106 people with the characteristics of consumers who had bought a Honda car at the Permata Hijau Honda Dealer. Process the data using SPSS version 23. The research results obtained after testing the Hypothesis Test Model show that product quality has a positive influence on purchasing decisions, price has an influence on purchasing decisions, and brand image has a positive influence on purchasing decisions.

Keywords: *Honda Permata Hijau, Product Quality, Price, and Purchasing Decisions*