

ABSTRACT

The purpose of this study is to examine the effect product quality, price and word of mouth on the purchase decision of Honda Jazz in Palembang City. The population is all the consumers who own the Honda Jazz car in the city of Palembang. Consumers who have a Honda Jazz car earned 3 million to 6 million every month and the owner of the Honda Jazz car has the age of 30 years to 35 years. With a total sample of 100 samples. Data analysis techniques used are multiple regression analysis to determine the effect of variable product quality, price and word of mouth to the decision of purchasing a Honda Jazz car in Palembang City. To find out the results, this study uses the Statistical Package for Social Science (SPSS). The results showed that the quality of product, price and word of mouth affect the purchase decision of Honda Jazz in Palembang City.

Keywords: product quality, price and word of mouth on the purchase decision