

## **ABSTRACT**

*This study aims to examine the effect of product quality and price on decision to purchase mobilio at Honda Maju Motor Palembang. The sample used in this study were 100 consumers of Honda Maju Motor in Palembang. by using purposive sampling method, hypothesis test used is Multiple Linear Regression Analysis using spss program aid 23.0. Based on t test analysis states that product quality variables, price influence on purchasing decision mobilio, this can be proven from the value of product quality coefficient has increased by 28,6% and the price variable has a coefficient of 32,5% which means that the price variables affect the purchase decision mobilio.*

*Keyword :Product Quality, Price, Purchase Decisions.*