

## **ABSTRACT**

This research aims to know and analyze the influence product, price and advertisement to purchasing decisions United Bike. The population in this research is that all of the customers using product United Bike especially in Palembang. Loading technique samples in this research using Purposive sampling with the criteria at least 16-year-old and buy and use a bicycle United. Analysis techniques qualitative analysis and data using quantitative. This research has shown that the variable products (X1), price (X2), and Advertisement (X3) in the same time has no effect on the Announcement of will to product United Bike in Palembang. However, only a partial variable products and prices that have an effect on to purchasing decisions while advertisement has no effect toward the decision will United Bike.

Key words : products, price, advertisement, and purchasing decisions.