

## **ABSTRACT**

*This research aims to test the influence of product quality, product design, and product features of consumer purchase decisions on the Yamaha New Mio 125 in Palembang. The type of research used i.e. research surveys and sampling techniques using a purposive sampling technique with minimal criteria respondents aged 17 years and never make a purchase motorcycles Yamaha New Mio 125 in Palembang. Analysis techniques were used, namely the validity of the test, test, test the reliability of classical assumptions (test normality test, heterokedastisitas test, and multicollinearity), multiple linear regression test, test, test statistic t F, and the determination of the coefficient of test. The test results indicate that the variable product quality, product design, and product features influential significantly to consumer buying decision process on the Yamaha New Mio 125 in Palembang.*

*Keyword: Product Quality, Product Design, Product Features, Purchase Decision Process*