

**LEMBAR PERSETUJUAN**

**PENGARUH KUALITAS PRODUK TERHADAP KEPTUSAN PEMBELIAN  
MOTOR MATIC YAMAHA MIO M3 PADA PT HASJRAT ABADI  
MOTOR DIVISI YAMAHA CABANG TELAGA**

**SKRIPSI**

**OLEH**

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**Telah diperiksa dan disetujui untuk diuji**

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**PENGESAHAN**

**Skripsi yang Berjudul Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Motor Matic Yamaha Mio M3 Pada PT Hasjrat Abadi Motor Divisi Yamaha Cabang Telaga**

Oleh

**Zulfiyana Darwin**

**Telah dipertahankan di depan Dewan Penguji**

**Hari/Tanggal : Selasa, 29 November 2016**

**Waktu : 13.00-15.00 WITA**

**Penguji:**


1. **Raflin Hinelo, S.Pd., M.Si**

(.....)

2. **Zulfia K Abdussamad, S.E., M.Si**

(.....)

3. **Dr. Zainal Abidin Umar, M.Si**

(.....)

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## ABSTRACT

Zulfiyana Darwin. Student ID. 931 412 060. The Influence of Product Quality towards Buying Decision of Matic Yamaha Mio M3 CW Motorcycle at PT. Hasrat Abadi Motor, Division of Yamaha, Branch of Gorontalo. Skripsi, Bachelor Study Program of Management, Department of Management, Faculty of Economics, State University of Gorontalo. Principal supervisor is Raflin Hineho, S.PD, M.Si and Co-supervisor is Zulfia K. Abdussamad, SE, M.Si.

This research aims at investigating the influence of product quality towards buying decision of Matic Yamaha Mio M3 CW Motorcycle at PT. Hasrat Abadi Motor, Division of Yamaha, Branch of Gorontalo by distributing questionnaire to the respondents that have been fulfilled the determined sample standard. Thus, the data are primary data. The techniques of data collection are interview, observation, questionnaire, and documentation. Meanwhile, the data analysis is simple linear regression through the assistance of SPSS 21 program.

Research finding shows that there is a significant influence of product quality of Matic Yamaha Mio M3 CW Motorcycle towards buying decision. Therefore, there should be an innovation of Matic Yamaha Mio M3 CW Motorcycle in order to increase buying decision of the consumers. However, for 34,5% of consumers' buying decision variability can be explained by product quality of Matic Yamaha Mio M3 CW Motorcycle.

**Keywords: Product Quality, Consumers' Buying Decision**

