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***THE INFLUENCE OF PRODUCT DESIGN, PRODUCT QUALITY, PRICE PERCEPTION, AND TRUST ON THE PURCHASE DECISION OF THE HONDA VARIO 160 MOTORCYCLE (STUDY ON CONSUMERS OF THE HONDA VARIO 160 MOTORCYCLE IN DEPOK CITY)***

***ABSTRACT***

*The need for motorcycle transportation in Indonesia is increasing rapidly from year to year. Motorcycles are an alternative means of transportation for easy travel, fuel-efficient and affordable by various groups of people, one of which is an automatic motorbike from the Honda manufacturer, which has been in the market for a long time. various types of vehicles in Indonesia. The purpose of this study was to analyze the effect, product design, product quality, price perceptions, and trust on purchasing decisions of the Honda Vario 160 motorbike.*

*The analysis method in this study used quantitative primary data, the test stages carried out were: validity, reliability, normality, heteroscedasticity, multicollinearity, multiple linear regression, t test, F test and the coefficient of determination ( $R^2$ ). The data used in this study used a questionnaire instrument, and valid data were collected by 100 respondents with an initial sample test of 30 respondents. The sampling method in this study was purposive sampling. The testing tool used is the SPSS version 25 program.*

*The results showed that the variable Product Quality and Trust had a partial effect on the Purchase Decision of the Honda Vario 160 motorbike in Depok City, while the Product Design and Price Perception variables had no partial effect on the Purchase Decision of the Honda Vario 160 motorbike in Depok City. And the product design variables, product quality, price perceptions, and trust jointly influence the decision to purchase a Honda Vario 160 motorbike in Depok City. The variable that has the most dominant influence on the decision to purchase a Honda Vario 160 motorbike in Depok City is the trust variable.*

*Keywords : Product Design, Product Quality, Perceived Price, Trust, Purchase Decision*

*(xiii + 65 + Attachment)*

*Bibliography (2017-2022)*