

The development of technology and innovation is currently progressing rapidly to support the economy to be better, competition between companies requires that every company have a strategy in targeting potential markets for consumer demand so that companies know the needs of consumers, creativity and innovation are needed so that a product or services can be in demand by consumers or have their own unique characteristics and maintain an existing market. One of the industries that is growing rapidly, one of which is the automotive sector, supported by the government which improves infrastructure and increases the people's need for motorbikes due to congestion that occurs in several big cities. This study examines what consumers consider in making decisions and the dominant factors in motorcycle purchasing decisions. The data used is data obtained from distributing questionnaires distributed to the public.