

## ABSTRAK

Khoiriah, Roisatul. 2020. **“Pengaruh Citra Merek, Kesadaran Merek, Dan Kualitas Produk Terhadap Keputusan Pembelian Sepeda Motor Matic Merek Honda Pada Honda Dunia Motor Kota Probolinggo”**. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian dilakukan pada Dealer Honda Dunia Motor Kota Probolinggo dengan tujuan untuk mengetahui: (1) pengaruh citra merek terhadap keputusan pembelian sepeda motor *matic* merek Honda (2) pengaruh kesadaran merek terhadap keputusan pembelian sepeda motor *matic* merek Honda (3) pengaruh kualitas produk terhadap keputusan pembelian sepeda motor *matic* merek Honda (4) citra merek, kesadaran merek, dan kualitas produk yang berpengaruh dominan terhadap keputusan pembelian sepeda motor *matic* merek Honda.

Jenis penelitian yang digunakan adalah kuantitatif, dengan hubungan kausal, metode pengumpulan data menggunakan kuesioner. Populasi pada penelitian ini adalah konsumen yang membeli sepeda motor *matic* merek honda pada Dealer Honda Dunia Motor Kota Probolinggo yaitu pada 20 Januari 2020 s/d 20 Februari 2020 yaitu sebanyak 190 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling* yaitu *sampling purposive* dengan jumlah sampel sebanyak 123 responden. Teknik pengumpulan data menggunakan kuesioner yang telah di uji validitas dan realibilitasnya. Teknik analisis data yang digunakan terdiri dari uji validitas dan realibilitas, uji asumsi klasik, uji regresi berganda, uji determinasi, uji hipotesis yang terdiri dari uji t dan uji dominan.

Hasil penelitian menunjukkan bahwa seluruh item pertanyaan valid yaitu diatas 0,1771 dan hasil penelitian uji reliabilitas menunjukkan hasil reliabel yaitu diatas 0,70. Uji t menunjukkan: (1) terdapat pengaruh yang signifikan antara variabel citra merek terhadap keputusan pembelian sepeda motor *matic* merek Honda, dibuktikan dari nilai  $t_{hitung}$  sebesar 7,021 nilai signifikansi sebesar  $0,000 < 0,05$ ; (2) terdapat pengaruh yang signifikan antara variabel kesadaran merek terhadap keputusan pembelian sepeda motor *matic* merek Honda, dibuktikan dari nilai  $t_{hitung}$  sebesar 5,557 nilai signifikansi sebesar  $0,000 < 0,05$ ; (3) terdapat pengaruh yang signifikan antara variabel kualitas produk terhadap keputusan pembelian sepeda motor *matic* merek Honda, dibuktikan dari nilai  $t_{hitung}$  sebesar 2,937 nilai signifikansi sebesar  $0,004 < 0,05$ ; (4) variabel citra merek yang paling berpengaruh terhadap keputusan pembelian sepeda motor *matic* merek Honda, dibuktikan dari nilai  $t_{hitung}$  sebesar 7,021 lebih besar dari nilai  $t_{hitung}$  dari variabel kesadaran merek yaitu 5,557 dan nilai  $t_{hitung}$  variabel kualitas produk yaitu 2,937.

**Kata kunci: Citra Merek, Kesadaran Merek, Kualitas Produk, Keputusan Pembelian**

## ABSTRACT

*Khoiriah, Roisatul. 2020. "The Influence of Brand Image, Brand Awareness, and Product Quality on the Purchase Decision of Honda Brand Matic Motorcycles on Honda Motor World Probolinggo City". Management Study Program, Faculty of Economics, Panca Marga University Probolinggo.*

*The research was conducted at the Honda Dealer for the World Motorbike in the City of Probolinggo with the aim of knowing: (1) the influence of brand image on purchasing decisions of Honda brand automatic matic motorcycles (2) the effect of brand awareness on purchasing decisions of Honda brand automatic motorcycles (3) the effect of product quality on purchasing decisions of Honda brand automatic motorcycles (4) brand image, brand awareness, and product quality that have a dominant influence on purchasing decisions for Honda brand automatic motorcycles.*

*The type of research used is quantitative, with a causal relationship, the method of collecting data using a questionnaire. The population in this study are consumers who buy Honda brand automatic motorcycles at the Honda Motor World Probolinggo Dealer, namely on January 20, 2020 to February 20, 2020, as many as 190 respondents. The sampling technique uses a non probability sampling method that is purposive sampling with a total sample of 123 respondents. Data collection techniques using a questionnaire that has been tested for validity and reliability. The data analysis technique used consisted of validity and reliability, classic assumption test, multiple regression test, determination test, hypothesis test consisting of t test and dominant test.*

*Research result show that all items were valid questions above 0.1771 and the results of the reliability test showed reliable results that were above 0.70. The t test showed: (1) there was a significant influence between the brand image variables on the purchasing decision of Honda brand automatic motorcycles, as evidenced from the tcount of 7.021, the significance value was  $0.000 < 0.05$ ; (2) there is a significant influence between brand awareness variables on the purchase decision of Honda brand automatic motorcycles, as evidenced from the tcount of 5.557 with a significance value of  $0.000 < 0.05$ ; (3) there is a significant influence between product quality variables on purchasing decisions of Honda brand automatic motorcycles, as evidenced from the tcount of 2.937, the significance value is  $0.004 < 0.05$ ; (4) the brand image variable which most influences the purchasing decision of Honda brand automatic motorcycles, as evidenced from the tcount of 7.021 is greater than the tcount of the brand awareness variable of 5.557 and the tcount value of the product quality variable is 2.937.*

**Keywords:** *Brand Image, Brand Awareness, Product Quality, Purchasing Decisions*