

ABSTRAK

Ainur Havidyarna, Maulana. 2022. Skripsi. **Pengaruh Citra Merek, Harga dan Kualitas Produk Terhadap Keputusan Pembelian Sepeda Motor Yamaha N-MAX Pada PT. Surya Inti Putra Pahlawan Kota Probolinggo.** Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian dilakukan di PT. Surya Inti Puta Pahlawan Kota Probolinggo dengan tujuan untuk mengetahui pengaruh citra merek, harga dan kualitas produk terhadap keputusan pembelian sepeda motor Yamaha N-MAX.

Jenis penelitian yang dilakukan adalah kuantitatif dengan pendekatan assosiatif kausal, dengan variabel X_1 cita merek, variabel X_2 harga, variabel X_3 kualitas produk dan variabel Y keputusan pembelian. Populasi dalam penelitian ini adalah semua orang yang membeli sepeda motor Yamaha N-MAX di PT. Surya Inti Puta Pahlawan Kota Probolinggo pada bulan Maret sampai April sebanyak 92. Teknik sampling yang digunakan adalah *non-probability sampling* yaitu sampling insidental dengan jumlah sampel sebanyak 40 orang. Teknik analisis data yang digunakan untuk menjawab hipotesis penelitian ini adalah uji validitas dan reliabilitas, uji asumsi klasik, analisis determinasi Adjusted R Square, uji regresi linier berganda serta uji f (simultan) dan uji t (parsial).

Hasil dari uji validitas dan uji reabilitas menunjukkan bahwa r hitung $>$ r tabel, dan dari keseluruhan angka Nilai Cronbach Alpha $>$ 0,60 dinyatakan bahwa seluruh variabel pada uji penelitian reliabilitas dinyatakan reliable. Berdasarkan hasil uji F membuktikan bahwa, terdapat pengaruh positif dan signifikan antara citra merek, harga dan kualitas produk terhadap keputusan pembelian sepeda motor Yamaha N-MAX, hal ini dibuktikan dengan nilai $F_{hitung} > F_{tabel}$ ($14,136 > 2,87$) dengan nilai signifikan $0,000 < 0,05$. Hasil uji t membuktikan bahwa, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian sepeda motor Yamaha N-MAX, hal ini dibuktikan dengan nilai $t_{hitung} > t_{tabel}$ ($2,060 > 2,028$), signifikan $0,047 < 0,05$, harga berpengaruh positif dan signifikan terhadap keputusan pembelian sepeda motor Yamaha N-MAX, hal ini dibuktikan dengan $t_{hitung} > t_{tabel}$ ($2,362 > 2,028$), signifikan $0,024 < 0,05$ dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian sepeda motor Yamaha N-MAX, hal ini dibuktikan nilai $t_{hitung} > t_{tabel}$ ($2,635 > 2,028$), signifikan $0,012 < 0,05$. Berdasarkan hasil koefisien beta menunjukkan kualitas produk menjadi variabel dominan dengan nilai koefisien beta 0,407.

Kata kunci: Citra Merek, Harga, Kualitas Produk, Keputusan Pembelian

ABSTRACT

Ainur Havidyarna, Maulana. 2022. Thesis. The Influence of Brand Image, Price and Product Quality on Purchase Decisions for Yamaha N-MAX Motorcycles at PT. Surya Inti Putra, the Hero of the City of Probolinggo. Management Study Program, Faculty of Economics, Panca Marga University Probolinggo.

The research was conducted at PT. Surya Inti Puta Pahlawan City of Probolinggo with the aim of knowing the effect of brand image, price and product quality on purchasing decisions for Yamaha N-MAX motorcycles.

The type of research conducted is quantitative with a causal associative approach, with variables X1 brand image, variables X2 price, variables X3 product quality and Y variables purchasing decisions. The population in this study were all people who bought a Yamaha N-MAX motorcycle at PT. Surya Inti Puta Pahlawan City of Probolinggo in March to April as many as 92. The sampling technique used is non-probability sampling, namely incidental sampling with a sample of 40 people. The data analysis techniques used to answer the research hypotheses are validity and reliability tests, classical assumption test, Adjusted R Square determination analysis, multiple linear regression test and f test (simultaneous) and t test (partial).

The results of the validity test and reliability test show that $r_{count} > r_{table}$, and from the overall Cronbach Alpha value > 0.60 it is stated that all variables in the reliability research test are reliable. Based on the results of the F test proves that, there is a positive and significant influence between brand image, price and product quality on purchasing decisions for Yamaha N-MAX motorcycles, this is evidenced by the value of $F_{count} > F_{table}$ ($14.136 > 2,87$) with a significant value of $0.000 < 0.05$. The results of the t test prove that, brand image has a positive and significant effect on purchasing decisions for Yamaha N-MAX motorcycles, this is evidenced by the value of $t_{count} > t_{table}$ ($2,060 > 2,028$), significant $0,047 < 0,05$, price has a positive and significant effect on decisions purchase of a Yamaha N-MAX motorcycle, this is evidenced by $t_{count} > t_{table}$ ($2,362 > 2,028$), a significant $0.024 < 0.05$ and product quality has a positive and significant effect on purchasing decisions for a Yamaha N-MAX motorcycle, this is evidenced by the value of $t_{hitung} > t_{table}$ ($2.635 > 2.028$), significant $0.012 < 0.05$. Based on the results of the beta coefficient, it shows that product quality is the dominant variable with a beta coefficient of 0.407.

Keywords: *Brand Image, Price, Product Quality, Purchase Decision*