ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kinerja kesadaran merek, asosiasi merek, persepsi kualitas, serta loyalitas merek terhadap proses keputusan pembelian pada konsumen sepeda motor *sport* merek Honda. Dalam penelitian ini populasi adalah seluruh konsumen yang membeli sepeda motor *sport* Honda di PT. DAM (Daya Adicipta Mustika) Bandung pada semester awal 2015 sebanyak 4.558 konsumen, dengan jumlah sampel sebesar 98 orang. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *Purposive Sampling*. Data dianalisis dengan analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa kesadaran merek berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan nilai t hitung = 3,175 > nilai t tabel = 1,985. Asosiasi merek berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai t hitung = 2,479 > nilai t tabel = 1,985. Persepsi kualitas berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai t hitung = 3,045 > nilai t tabel = 1,985. Loyalitas merek berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai t hitung = 7,735 > nilai t tabel = 1,985.

Kata kunci: kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek, keputusan membeli

ABSTRACT

This study aimed to influence performance of brand awareness, brand assosiation, perceived quality, and brand loyalty to the purchase decision process on consumer motorcycle sport of brand honda. In this study population was all consumers who buy motorcycle sport Honda in PT. DAM (Daya Adicipta Mustika) Bandung on first semester 2015 as many as 4.558 customers, with total sample size of 98 people. The sampling technique used in this study was Purposive Sampling. Data was analyzed using multiple linear regression analysis.

The results showed that the brand awareness has positive and significance influence to the purchase decisions, as evidenced by the value of t = 3,175 > t table value = 1,985. Brand assosiation has positive and significance influence to the purchase decisions, as evidenced by the value of t = 2,479 > t table value = 1,985. Perceived quality has positive and significance influence to the purchase decisions, as evidenced by the value of t = 3,045 > t table value = 1,985. Brand loyalty has positive and significance influence to the purchase decisions, as evidenced by the value of t = 7,735 > t table value = 1,985.

Key Words: Brand Awareness, Brand Assosiation, Perceived Quality, Brand Loyalty, Purchasing Decisions