

ABSTRAK

Pada zaman sekarang alat transportasi merupakan sesuatu yang sangat dibutuhkan oleh semua orang, salah satu alat transportasi yang sangat disukai oleh masyarakat adalah mobil. Khususnya segmen kendaraan jenis *city car* di kota besar seperti Bandung bergerak sangat dinamis. Dewasa ini banyak sekali bermunculan mobil *city car* dengan berbagai model, desain, memberikan kualitas yang baik, dan harga yang bersaing tentunya menjadi suatu pertimbangan konsumen ketika mereka memutuskan memilih produk *city car* yang sesuai dengan kebutuhan dan keinginan konsumen. Penelitian ini dilatar belakangi oleh turunnya pembelian All New Toyota Yaris, fitur produk dan *brand image* yang dinilai cukup baik ternyata belum mampu menarik perhatian konsumen untuk melakukan pembelian terhadap produk All New Toyota Yaris. Penelitian ini bertujuan menguji pengaruh fitur dan *brand image* produk All New Toyota Yaris terhadap proses keputusan pembelian konsumen di kota Bandung. Metode penelitian yang digunakan adalah metode penelitian deskriptif-verifikatif dengan jumlah sampel 100 responden. Data dikumpulkan dengan menyebarkan kuesioner dan metode analisis data menggunakan *software* SPSS V20. Hasil penelitian ini menunjukkan bahwa secara parsial fitur produk berpengaruh secara signifikan terhadap proses keputusan pembelian konsumen pada All New Toyota Yaris di Bandung. Kemudian berdasarkan hasil uji *f*, hasil penelitian menunjukkan bahwa fitur dan *brand image* secara simultan mempengaruhi proses keputusan pembelian konsumen pada All New Toyota Yaris di Bandung. Nilai *R square* yang diperoleh adalah sebesar 48,6% proses keputusan pembelian konsumen All New Toyota Yaris dapat dijelaskan oleh variabel fitur dan *brand image*, sedangkan sisanya 52,4% proses keputusan pembelian konsumen All New Toyota Yaris dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini, seperti gaya hidup, promosi dan kualitas produk.

Kata kunci : Fitur Produk, *Brand Image*, Proses Keputusan Pembelian All

ABSTRACT

In the days of now a means of transportation is something which is very much needed by everyone, one means of transportation that highly favored by the community is a government. Especially a segment of public transport types of city car in a large city such as Bandung move very dynamic. Today a lot of car to come up on the city car in several models, design, give the quality of being kind, and it will be a competitively priced consideration consumers when they choose city car products to suit the needs of and consumer advocacy. This research dilatar was because there was by the purchase of all new toyota yaris, products and features the brand image of which have been either turns have not been able to attract the attention of consumers to buy to products all new toyota yaris. This study aims to test the influence of a feature and the brand image products all new toyota yaris on the process the decision the purchase of consumers in the city of Bandung. Research methods that were used is the method deskriptif-verifikatif research with the total sample 100 respondents. Data was gathered with spread the questionnaire and the method of analysis data using software spss v20. The result of this research showed that in full product features significant influence on the process the decision the purchase of types of buyers in All New Toyota Yaris in Bandung. Then testing shows f , the results of the study showed that a feature and the brand image simultaneously decision process the purchase of types of buyers in all new toyota yaris in Bandung. The value of r square obtained was that as much as 48,6 % the process of the decision the purchase of consumers all new toyota yaris can be explained by variable features and the brand image, while the rest 52,4 % the process of the decision the purchase of consumers all new toyota yaris diperngaruhi by other variables that not investigated in this study, as the western consumer lifestyle, the product quality and promotion.

Keywords : *Product Feature, Brand Image and Decision of Puchase Process of All New Toyota Yaris*