

ABSTRAK

Penelitian berjudul Pengaruh *Brand Image* dan Harga Terhadap Minat beli Produk Sepeda Motor Suzuki Jenis Matik Merek Hayate . Tujuan penelitian untuk menganalisis bagaimana *Brand Image* sepeda motor Suzuki dilihat dari persepsi. Untuk menganalisis bagaimana harga yang ditawarkan Suzuki dilihat dari persepsi pelanggan sepeda motor Suzuki Jenis Matik Merek Hayate . Untuk menganalisis bagaimana minat beli produk sepeda motor Suzuki dilihat dari persepsi pelanggan dan untuk menganalisis seberapa besar pengaruh Brand Image dan harga terhadap minat beli produk sepeda motor Suzuki Jenis Matik Merek Hayate . Metode penelitian yang digunakan yaitu metode deskriptif explanatory, dengan pengumpulan data melalui penyebaran kuesioner.

Hasil penelitian menunjukkan bahwa *Brand Image* produk sepeda motor Suzuki Jenis Matik Merek Hayate menurut persepsi konsumen dinilai cukup baik dengan nilai rata-rata 3,34, dengan demikian *brand image* menjadi perhatian penting bagi konsumen produk sepeda motor Suzuki Jenis Matik Merek Hayate , dan terdapat beberapa elemen yang perlu diperhatikan karena memiliki nilai yang rendah. Harga produk sepeda motor Suzuki Jenis Matik Merek Hayate dinilai sesuai yang memiliki nilai rata-rata 3,44 walau demikian masih terdapat beberapa elemen yang perlu diperhatikan karena memiliki nilai yang rendah. Minat beli konsumen pada produk sepeda motor Suzuki Jenis Matik Merek Hayate secara keseluruhan yaitu sebesar 3,38 yang artinya cukup berminat. Walau demikian masih terdapat beberapa elemen yang perlu diperhatikan karena memiliki nilai di bawah rata-rata. Brand Image dan harga berpengaruh terhadap minat beli produk sepeda motor Suzuki Jenis Matik Merek Hayate sebesar 78,4% dan memiliki hubungan yang kuat. Hasil uji hipotesis secara simultan H_0 ditolak dan H_1 diterima. Hal ini menunjukkan bahwa brand Image dan Harga berpengaruh secara simultan terhadap minat beli.

Kata kunci: brand Image, harga, minat beli

ABSTRACT

The research titled Influence Brand Image and Price Against Interest Buy Suzuki Motorcycle Product Automatic Type hayate. The purpose of research to analyze how Brand Image Suzuki motorcycles seen from perception. To analyze how the price offered Suzuki seen from the customer perception Suzuki motorcycle type automatic Hayate. To analyze how the interest to buy Suzuki motorcycles products seen from the customer perception and to analyze how much influence Brand Image and price of interest to buy Suzuki motorcycle product type of Automatic Hayate. The research method used is descriptive explanatory method, with data collection through questionnaire distribution

The result of the research shows that Brand Image of Suzuki motorcycle product of Automatic type Hayate according to consumer perception is considered good enough with average value 3,34, thus brand image becomes important attention for consumer of Suzuki motorcycle type automatic product, and there are some elements that need attention because it has a low value. Price of Suzuki motorcycle product of Automatic type is judged according to which has an average value of 3.44 although there are still some elements that need to be considered because it has a low value. Buy consumers on Suzuki motorcycle products type of overall as much as 3.38 which means quite interested. However there are still some elements that need to be considered because it has a value below the average. Brand Image and price effect on the interest to buy Suzuki motorcycle product type automatic equal to 78.4% and has a strong relationship. Result of hypothesis test simultaneously H0 rejected and H1 accepted. This shows that brand Image and Price influence simultaneously to buying interest.

Keywords: brand Image, price, buying interest