

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisa pengambilan keputusan terhadap pembelian sepeda motor Suzuki Address di Jakarta Timur. Data penelitian diperoleh melalui penyebaran kuesioner kepada 150 responden yang sedang menggunakan sepeda motor jenis skuter pada segmen *entry-level* di Jakarta Timur. Data yang dikumpulkan diolah dengan metoda *Structural Equation Model* (SEM) dengan menggunakan program LISREL. Hasil analisa menunjukkan bahwa citra perusahaan, citra merek, kualitas layanan dan kepercayaan mempunyai pengaruh yang kuat didalam pengambilan keputusan. Bagi penelitian selanjutnya diharapkan menambah jumlah responden agar hasil yang didapat lebih variatif

Kata kunci : *Citra perusahaan, Citra merek, Kualitas layanan, Kepercayaan, Non-probabilitas, Structural equation model (SEM)*



ABSTRACT

The purpose of this research is to analyze decision making on the purchase of Suzuki Address motorcycle in East Jakarta. Research data was obtained through questionnaires to 150 respondents who were using scooter motorcycle at entry-level segment in East Jakarta. The data collected were processed by Structural Equation Model (SEM) method using LISREL program. The analysis results show that corporate image, brand image, service quality and trust have a strong influence in decision making. For further research is expected to increase the number of respondents for more varied results obtained.

Keywords : *Corporate image, Brand image, Service quality, Trust, Non-probability sampling, Structural equation model (SEM)*



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