

ABSTRAK

Penelitian ini bertujuan untuk mengetahui “Pengaruh *Perceived Value*, Kesadaran Merek dan Desain Produk terhadap Keputusan Pembelian Sepeda Motor Honda BeAT”. Populasi dalam penelitian ini adalah konsumen yang pernah membeli sepeda motor Honda BeAT yang tinggal di wilayah Jakarta Barat dengan total sample sebanyak 147 responden. Sample tersebut diperoleh dengan menggunakan teknik pengambilan *non probability sampling* dan menggunakan metode jenis *purposive sampling*. Analisis yang digunakan adalah metode analisis regresi partial dengan bantuan software SmartPLS 3.2.7.

Hasil dari uji hipotesis (inner model) menunjukkan bahwa variabel *perceived value* berpengaruh positif dan signifikan terhadap keputusan pembelian, variabel kesadaran merek berpengaruh positif dan signifikan terhadap keputusan pembelian serta variabel desain produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Dan berdasarkan uji *Adjusted R* adalah sebesar 0,634 yang menunjukkan bahwa 63,4% variasi keputusan pembelian dapat dijelaskan oleh ketiga variabel independen, sedangkan 36.6% dipengaruhi oleh faktor lain.

Kata Kunci: Keputusan Pembelian, *Perceived Value*, Kesadaran Merek, Desain Produk



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ABSTRACT

The purpose of this research is to analyze the effect of "Perceived Value, Brand Awareness and Product Design on the Purchase Decision of Honda BeAT Motorbikes". The population of this study were consumers who had bought a Honda BeAT motorcycle that lived in West Jakarta with a total sample of 147 respondents. The sample is obtained using non-probability sampling technique and uses a purposive sampling method. The analysis used is a partial regression analysis method by SmartPLS 3.2.7 software.

The results of the hypothesis (inner model) indicate that perceived value variables have a positive and significant effect on purchasing decisions, brand awareness has a positive and significant effect on purchasing decisions and product design has a positive and significant effect on purchasing decisions. And based on the adjusted R test is 0.634 which means that 63.4% of variation in purchasing decisions can be explained by the three of independent variables, while 36.6% is influenced by other factors.

Keywords: *purchase decision, perceived value, brand awareness, product design*

