

ABSTRACT

This study aims and analyzes the effect of product quality, promotion of social media and brand image on the purchase decisions of Suzuki motorcycles in Sejahtera Buana Trada Puloagung. With research locations in the East Jakarta area. The population used is Suzuki motorcycle users in the East Jakarta area. The population consisted of 100 Suzuki motorcycle users so that a total of 100 respondents were obtained. The analytical method used in this study is Partial Least Square (PLS). The results of the study show that the Product Quality, Promotion for Social Media and Brand Image simultaneously influences the Purchasing Decisions of Suzuki motorcycle customers in the area. Product Quality has a positive relationship to Suzuki Motorcycle Purchase Decisions. Social Media Promotion has a positive relationship with Suzuki Motorbike Purchase Decisions. Brand image has a positive relationship with Suzuki Motorbike Purchase Decisions.

Keywords: Product Quality, Social Media Promotion, Brand Image, Purchasing Decision, Partial Least Square



ABSTRAK

Penelitian ini bertujuan dan menganalisis pengaruh Kualitas Produk, Promosi Media Sosial dan Citra Merek terhadap keputusan pembelian sepeda motor Suzuki di Sejahtera Buana Trada. Dengan lokasi penelitian di wilayah Sejahtera Buana Trada. Populasi yang digunakan adalah pengguna motor Suzuki di wilayah Sejahtera Buana Trada. Populasi terdiri dari 100 orang pengguna motor Suzuki sehingga didapat total 100 responden. Metode analisis yang digunakan dalam penelitian ini adalah Partial Least Square (PLS). Hasil penelitian menunjukkan Kualitas Produk Promosi Media Sosial dan Citra Merek secara bersama-sama berpengaruh terhadap Keputusan Pembelian para pelanggan motor Suzuki yang berada di wilayah Sejahtera Buana Trada. Kualitas Produk memiliki hubungan positif terhadap Keputusan Pembelian motor Suzuki. Promosi Media Sosial memiliki hubungan positif terhadap Keputusan Pembelian motor Suzuki. Citra merek memiliki hubungan positif terhadap Keputusan Pembelian motor Suzuki.

Kata kunci: Kualitas Produk, Promosi Media Sosial, Citra Merek, Keputusan Pembelian, PLS

