

ABSTRACT

This research aims to analyze the effect of brand equity and reference group on purchase decision with the Evalube, motorcycle engine lubricant as the case study. The concepts of brand equity, reference group and purchase decision were taken from various sources. Both primary and secondary data were employed. Secondary data were taken from published and unpublished materials. Primary data were taken using questionnaire. Data were distributed to the owners of motorcycle using Evalube lubricant in Jabodetabek. Using a purposive sampling method, a total sample of 122 respondents was gathered. Various statistical tools were employed. Using regression analysis, it was found that “reference group” has a negative correlation on “purchase decision”. On the other hand and then the “brand equity” has a positive correlation on “purchase decision”. In this research, researcher found others deep insight about variable’s dimensions, that has a strong contribution to build value of “purchase decision process”, such a dimension of “judgement”, “feeling”, “imagery”, and “information influence”.

Keyword : *Evalube, motorcycle engine lubricant, reference group, brand equity, purchase decision process*

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ABSTRAK

Tujuan dari penelitian ini adalah menganalisa pengaruh kelompok referensi dan ekuitas merk terhadap proses pengambilan keputusan konsumen untuk membeli produk oli mesin sepeda motor merk Evalube. Konsep kelompok referensi, ekuitas merk, dan proses keputusan pembelian diambil dari berbagai sumber. Data yang dipergunakan dalam penelitian ini adalah data primer dan data sekunder, data primer diambil menggunakan kuesioner dan data sekunder diambil dari data publikasi dan non publikasi. Data primer merupakan data responden pengguna oli Evalube yang tersebar di area Jabodetabek, sampel responden diambil menggunakan metode "*purposive sampling*", sebanyak 122 responden. analisa kuantitatif menggunakan peralatan software SPSS17, hasil analisa regresi variabel "*reference group*" berkorelasi negatif terhadap pembentukan nilai variabel "*purchase decision group*" dan variabel "*brand equity*" berkorelasi positif terhadap pembentukan nilai variabel "*purchase decision group*". Secara lebih mendalam ditemukan bahwa dimensi-dimensi dengan kontribusi besar untuk mempengaruhi nilai variabel "*purchase decision group*", adalah dimensi "*judgment*", "*feeling*", "*imagery*", dan "*information influence*".

Kata kunci : Evalube, oli mesin sepeda motor, kelompok referensi, ekuitas merk, proses keputusan pembelian

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