

## ABSTRAK

Penelitian ini untuk menganalisis pengaruh citra merek, kualitas pelayanan dan promosi terhadap keputusan pembelian sepeda motor honda. Objek Populasi dalam penelitian ini adalah konsumen Sepeda Motor Honda yang berada di Daerah Meruya Jakarta Barat Penelitian ini dilakukan terhadap 280 responden dengan menggunakan pendekatan deskriptif kuantitatif. Penentuan ukuran sampel menggunakan teknik *convenience sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrument penelitian adalah kuesioner. Pendekatan yang digunakan dalam penelitian ini adalah *Structural Equation Model* (SEM) dengan alat analisis Smart-PLS. penelitian ini membuktikan bahwa citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. Kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian. Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian.

**Kata Kunci:** Citra Merek, Kualitas Pelayanan, Promosi dan Keputusan Pembelian



## **ABSTRACT**

*This study is to analyze the effect of brand image, service quality and promotion on purchasing decisions for Honda motorcycles. The object of the population in this study were consumers of Honda motorcycles in the Meruya area, West Jakarta. This research was conducted on 280 respondents using a quantitative descriptive approach. Determination of sample size using convenience sampling technique. Methods of data collection using survey methods, with the research instrument is a questionnaire. The approach used in this research is Structural Equation Model (SEM) with Smart-PLS analysis tool. This study proves that brand image has a positive and significant effect on purchasing decisions. Service quality has a positive and significant effect on purchasing decisions. Promotion has a positive and significant effect on purchasing decisions. This study is to analyze the effect of brand image, service quality and promotion on purchasing decisions for Honda Supra X motorcycles. The object of this research is Honda motorcycle consumers in the Meruya area, West Jakarta. This research was conducted on 280 respondents using a quantitative descriptive approach. Determination of sample size using convenience sampling technique. Methods of data collection using survey methods, with the research instrument is a questionnaire. The approach used in this research is Structural Equation Model (SEM) with Smart-PLS analysis tool. This study proves that brand image has a positive and significant effect on purchasing decisions. Service quality has a positive and significant effect on purchasing decisions. Promotion has a positive and significant effect on purchasing decisions.*

**Keywords:** *Brand Image, Service Quality, Promotion and Purchase Decision*