

ABSTRACT

The study sought to establish and analyze the impacts of brand awareness, brand associations, perceived quality and brand loyalty toward purchase decision-making process of Yamaha V-Ixion both partially and simultaneously. This statistic parametric study adopted a quantitative method that used a multiple linear regression in which the data were processed by program. The population used in this study are all users of Yamaha V-Ixion in Jakarta whose number is unknown. The sample was 80 users of Yamaha V-Ixion located in West Jakarta Municipality. A structured questionnaire with Likert scale was used to collect data which consisted of 34 questions arranged based on indicators and dimensions derived from each independent variables. Findings of this study showed that brand awareness, perceived quality and brand loyalty had significant effect in partially toward purchase decision-making process of Yamaha V-Ixion. Furthermore, brand awareness, perceived quality and brand loyalty had significant effect in simultaneously toward purchase decision-making process Yamaha V-Ixion.

Keywords: *Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty and purchase decision-making process*

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh variabel Kesadaran merek, asosiasi merek, persepsi kualitas dan loyalitas merek terhadap proses pengambilan keputusan pembelian Yamaha V-ixion baik secara parsial maupun simultan. Metode penelitian statistis parametrik ini menggunakan desain kuantitatif analisis regresi linier berganda yang kemudian pengolahan datanya diproses dengan program. Populasi yang digunakan pada penelitian ini adalah seluruh pengguna motor Yamaha V-ixion di kota Jakarta yang jumlahnya tidak diketahui. Sampel penelitian ini adalah 80 orang pengguna motor Yamaha V-ixion yang berada di Kotamadya Jakarta Barat. Instrumen penelitian yang digunakan berupa kuesioner terstruktur dengan skala Likert; terdiri dari 34 pernyataan yang disusun berdasarkan indikator dan dimensi yang mendukung masing-masing variabel penelitian. Hasil penelitian menunjukkan bahwa variabel kesadaran merek, persepsi kualitas dan loyalitas merek secara parsial berpengaruh signifikan terhadap proses pengambilan keputusan pembelian Yamaha V-ixion. Secara simultan keesadaran merek, asosiasi merek, persepsi kualitas dan loyalitas merek berpengaruh signifikan terhadap proses pengambilan keputusan pembelian Yamaha V-ixion

Kata Kunci: Keesadaran Merek, Asosiasi Merek, Persepsi Kualitas, Loyalitas Merek dan Proses Pengambilan Keputusan Pembelian