The Effect of Brand Image, Product Quality, and Promotion on Buying Decision of Honda Beat Matic Motorcycle (Case of Studies on Ciledug Consumers)

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Abstract

This research is a quantitative research that aims to determine the effect of brand image, product quality, and promotion on buying decision. The population in this study were Honda Beat matic motorcycle consumers in Ciledug. The sample size was taken as many as 70 respondents, with a non probability sampling method and focused on accidental sampling. The data collected through the distribution of questionnaires. The analysis technique is using PLS (Partial Least Square) analysis with SmartPLS3.0 software. The results of this study indicates that (1) Brand image has a positive and significant influence on buying decision. (2) Product quality has a positive and significant influence on buying decision. (3) Promotion has no influence and is not significant on buying decision. Based on the three independent variables which is brand image, product quality, and promotion the one that has most contribution is the product quality variable.

Keywords : Brand Image, Product Quality, Promotion, and Buying Decision.

Pengaruh Citra Merek, Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian Pada Sepeda Motor *Matic* Honda Beat (Studi Kasus Pada Konsumen Ciledug)

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Abstrak

Penelitiaan ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh citra merek, kualitas produk, dan promosi terhadap keputusan pembelian. Populasi dalam penelitian ini adalah konsumen jasa sepeda motor *matic* Honda Beat di Ciledug. Ukuran sampel diambil sebanyak 70 orang responden, dengan metode *non probability sampling* khususnya *accidental sampling*. Pengumpulan data dilakukan melalui penyebaran kuisioner. Teknik analisis yang digunakan adalah metode analisis PLS (*Partial Least Square*) dengan *software SmartPLS3.0*. Hasil penelitian ini menunjukan bahwa (1) Citra merek memiliki pengaruh signifikan dan positif terhadap keputusan pembelian. (2) Kualitas produk memiliki pengaruh signifikan dan positif terhadap keputusan pembelian. (3) Promosi tidak memiliki pengaruh signifikan terhadap keputusan pembelian. Dari ketiga variabel independen yang terdiri dari citra merek, kualitas produk, dan promosi yang memberikan kontribusi terbesar adalah variabel kualitas produk.

Kata Kunci : Citra Merek, Kualitas Produk, Promosi, dan Keputusan Pembelian.