

ABSTRAK

DIANTO, Pengaruh Harga, Kualitas Produk, dan *Brand Image* terhadap Keputusan Pembelian Sepeda Motor *Matic* Honda Scoopy di Wilayah Cidodol, Jakarta Selatan. (Dibimbing oleh Jatmiko).

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Harga, Kualitas Produk, dan *Brand Image* terhadap Keputusan Pembelian Sepeda Motor *Matic* Honda Scoopy di Wilayah Cidodol, Jakarta Selatan. Teknik analisis data menggunakan Analisis Regresi Linier Berganda. Sampel yang diambil sebanyak 165 responden yakni seluruh orang yang pernah membeli dan menggunakan Sepeda Motor *Matic* Honda Scoopy. Penentuan sampel dengan teknik *non probability sampling*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa (a) Harga berpengaruh positif dan Signifikan terhadap Keputusan Pembelian Motor *Matic* Honda Scoopy (b) Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian Sepeda Motor *Matic* Honda Scoopy (c) *Brand Image* berpengaruh positif dan Signifikan terhadap Keputusan Pembelian Sepeda Motor *Matic* Honda Scoopy (d) Harga, Kualitas Produk, dan *Brand Image* berpengaruh positif secara simultan terhadap Keputusan Pembelian Sepeda Motor Honda Scoopy (e) Kualitas Produk merupakan variabel dominan yang berpengaruh terhadap keputusan pembelian Sepeda Motor *Matic* Honda Scoopy di wilayah Cidodol, Jakarta Selatan.

Kata Kunci : Harga, Kualitas Produk, *Brand Image* dan Keputusan Pembelian

ABSTRACT

DIANTO, Influence of Price, Product Quality, and Brand Image on Decision to Purchase Motorcycle Matic Honda Scoopy in Cidodol Region, South Jakarta. (Supervisor by Jatmiko).

This study aims to determine how much influence Price, Product Quality, and Brand Image on Decision Purchase Motorcycles Honda Scoopy Matic in Cidodol Region, South Jakarta. Data analysis technique using Multiple Linear Regression Analysis. Samples taken as many as 165 respondents ie all people who ever buy and use Motorcycles Matic Honda Scoopy. Determination of sample with technique of non probability sampling.

Based on the result of research, it can be concluded that (a) Price have positive and significant influence to Purchase Decision of Motor Matic Honda Scoopy (b) Product Quality have positive and significant influence to Purchase Motorcycle Matic Honda Scoopy (c) Brand Image have positive and significant effect to Purchasing Decision Motorcycle Matic Honda Scoopy (d) Price, Product Quality, and Brand Image have a positive influence simultaneously to Honda Scoopy Motorcycle Purchase Decision (e) Product Quality is dominant variable that influence to decision of purchasing Motorcycle Matic Honda Scoopy in Cidodol area, South Jakarta

Keywords : Price, Product Quality, Brand Image and Purchase Decision