

ABSTRAK

Penelitian ini dilatar belakangi oleh ketatnya persaingan industri otomotif di Indonesia dengan munculnya berbagai merek baru di pasar khususnya segmen motor *maxiscooter*. Hal ini berpengaruh terhadap penjualan Yamaha NMAX yang terpaut jauh dibandingkan para pesaingnya. Penelitian ini bertujuan untuk menguji pengaruh dari elemen-elemen ekuitas merek yang terdiri dari kesadaran merek, , asosiasi merek, persepsi kualitas, dan loyalitas merek terhadap keputusan pembelian konsumen pada motor Yamaha NMAX.

Setelah dilakukan tinjauan pustaka dan penyusunan hipotesis, data dikumpulkan melalui metode kuesioner terhadap 100 orang pengguna motor Yamaha NMAX di Surabaya yang diperoleh dengan menggunakan teknik purposive sampling. Kemudian dilakukan analisis terhadap data yang diperoleh dengan data secara kuantitatif. Analisis kuantitatif meliputi: uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi berganda, pengujian hipotesis melalui uji t dan uji F, serta analisis koefisien determinasi (R^2).

Kata kunci: keputusan pembelian konsumen, kesadaran merek, persepsi kualitas. asosiasi merek, loyalitas merek.

ABSTRACT

This research is motivated by the intense competition in the automotive industry in Indonesia with the emergence of various new brands in the market, especially the maxiscooter motorcycle segment. This affects the sales of Yamaha NMAX that are far adrift compared to its competitors. This study aims to examine the effect of brand equity elements which consist of brand awareness, brand association, perceived quality, and brand loyalty towards consumer purchasing decisions on Yamaha NMAX motorcycles.

After a literature review and formulation of hypotheses, data was collected through a questionnaire method for 100 Yamaha NMAX motorbike users in Surabaya which was obtained using purposive sampling technique. Then an analysis of the data obtained with quantitative data is carried out. Quantitative analysis includes: validity and reliability testing, classical assumption test, multiple regression analysis, hypothesis testing through t test and F test, and analysis of the coefficient of determination (R^2).

Keywords: consumer purchasing decisions, brand awareness, perceived quality. brand association, brand loyalty.