

Abstrak

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Skripsi

Analisa Pengaruh citra merek dan bauran pemasaran terhadap keputusan pembelian mobil merek honda disurabaya Penelitian ini bertujuan untuk mengetahui di Surabaya. Tujuan penelitian ini adalah untuk mengetahui adanya pengaruh atau tidaknya citra merek serta bauran pemasaran terhadap keputusan pembelian mobil honda di Surabaya, Jenis penelitian yang digunakan adalah kuantitatif. Metode pengumpulan data yang digunakan dalam penelitian ini adalah menggunakan kuesioner. Jumlah responden yang digunakan dalam penelitian ini 100 responden yang membeli serta memiliki mobil merek honda di Surabaya. Teknik yang digunakan dalam pegambilan sampel adalah purposive sampling. Metode analisis data yang digunakan dalam penelitian ini adalah menggunakan analisis validitas, realibilitas, uji asumsi klasik, dan regresi linier berganda dengan perangkat lunak SPSS. Hasil yang didapat dari penelitian ini adalah 5 variabel indenpenden yang mempengaruhi keputusan pembelian dalam membeli mobil merek honda diSurabaya yaitu variable citra merek, produk, price, place, promotion. Dari kelima variabel yang ditemukan tersebut jika di uji secara simultan maka dapat dikatakan bahwa kelima variabel X1,X2,X3,X4,X5, secara simultan berpengaruh terhadap Y. Sedangkan jika diuji secara parsial maka dapat diketahui yang dapat mempengaruhi keputusan konsumen dalam membeli mobil merek honda di Surabaya adalah citra merek (X1), produk (X2), price (X3) dan promotion (X5) sedangkan variable place (X4) tidak berpengaruh secara signifikan terhadap keputusan konsumen dalam memilih SMA di Surabaya (Y).

Kata Kunci : Analisis Validitas, Realibilitas, Uji Asumsi Klasik, Regresi Linier

The logo consists of the word "UWIKA" in a bold, sans-serif font. The letters are light gray and appear to be floating or attached to a thin vertical stem that extends downwards. The background behind the letters is a large, semi-transparent circular graphic divided into four quadrants by a horizontal and vertical axis. The top-left quadrant is yellow, the top-right is blue, the bottom-left is red, and the bottom-right is green.

ABSTRACT

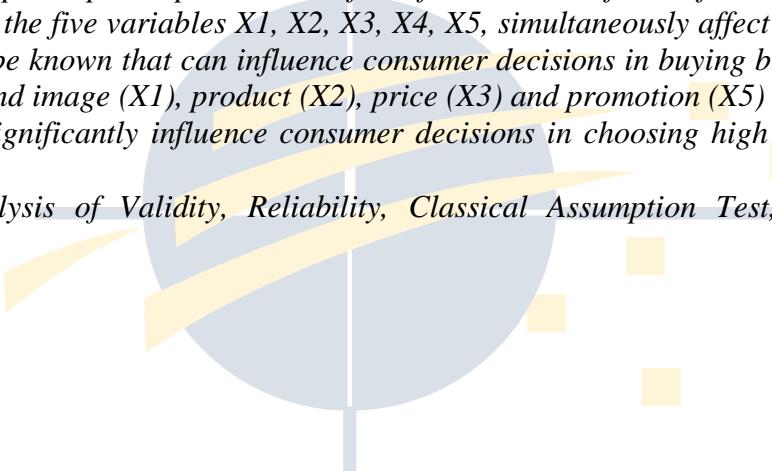
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Thesis

Analysis of Influence of brand image and marketing mix on Honda car brand purchasing decisions in Surabaya

This study aims to find out in Surabaya. The purpose of this study is to determine whether there is an influence of whether or not the brand image and marketing mix of Honda car purchase decisions in Surabaya, the type of research used is quantitative. The data collection method used in this study was using a questionnaire. The number of respondents used in this study were 100 respondents who bought and owned Honda brand cars in Surabaya. The technique used in sampling is purposive sampling. The data analysis method used in this study is to use the analysis of validity, reliability, classical assumption, and multiple linear regression with SPSS software. The results obtained from this study are 5 independent variables that influence purchasing decisions in buying Honda brand cars in Surabaya, namely variable brand image, product, price, place, promotion. Of the five variables found if tested simultaneously, it can be said that the five variables X1, X2, X3, X4, X5, simultaneously affect Y. Whereas if tested partially it can be known that can influence consumer decisions in buying brand cars. Honda in Surabaya is brand image (X1), product (X2), price (X3) and promotion (X5) while place variable (X4) does not significantly influence consumer decisions in choosing high school in Surabaya (Y).

Keywords: Analysis of Validity, Reliability, Classical Assumption Test, University Linear Regression



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The logo consists of a stylized circular emblem with a vertical axis through its center. The emblem is divided into four quadrants by the axis. The top-left quadrant contains a blue circle, the top-right a yellow circle, the bottom-left a white circle, and the bottom-right a grey circle. The axis itself is grey with a small crosshair at the center. Below the emblem, the word "UWIKA" is written in a large, bold, light-grey sans-serif font.