

## ABSTRAK

### PENGARUH PERSEPSI HARGA, KUALITAS PRODUK, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR HONDA *MATIC*

Studi Kasus Pada Mahasiswa Kampus I Universitas Sanata Dharma Yogyakarta

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Penelitian ini bertujuan untuk mengetahui secara parsial maupun simultan pengaruh harga, kualitas produk, dan citra merek terhadap keputusan pembelian sepeda motor Honda *matic*.

Populasi penelitian ini adalah seluruh mahasiswa Kampus I Universitas Sanata Dharma yang menggunakan sepeda motor Honda *matic*. Responden dalam penelitian ini sebanyak 100 mahasiswa dan pengambilan sampel menggunakan teknik *convenience sampling*. Teknik pengumpulan data dalam penelitian ini adalah kuesioner. Teknik pengujian instrumen yang digunakan adalah pengujian validitas dan reliabilitas. Data dianalisis menggunakan teknik uji asumsi klasik, analisis regresi linier berganda, uji F, uji t, dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa: (1) secara parsial harga dan citra merek berpengaruh terhadap keputusan pembelian sepeda motor Honda *matic*, sedangkan kualitas produk tidak berpengaruh terhadap keputusan pembelian sepeda motor Honda *matic*; (2) secara simultan harga, kualitas produk, dan citra merek berpengaruh terhadap keputusan pembelian sepeda motor Honda *matic*; (3) citra merek berpengaruh paling besar terhadap keputusan pembelian sepeda motor Honda *matic*.

Kata Kunci: Harga, Kualitas Produk, Citra Merek, Keputusan Pembelian

## ABSTRACT

### THE INFLUENCE PERCEPTION OF PRICE, PRODUCT QUALITY, AND BRAND IMAGE ON PURCHASE DECISION OF HONDA MATIC MOTORCYCLE

A Case Study at Students of Sanata Dharma University at Campus I

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This study aims to examine both partial and simultan influence of price, product quality, and brand image on purchase decision of Honda matic motorcycle.

This research's population was all of the students of Sanata Dharma University at Campus I who used Honda matic motorcycle. The research took 100 respondents of Sanata Dharma University students and chosen by convenience sampling technique. The data gathering technique for this research is questionnaire. The instruments testing technique used were validity and reliability. The data analysis technique used are classical assumption test, multiple linear regression analysis, F test, t test, and coefficient of determination.

The results of this research show that: (1) perception of price and brand image partially influenced purchase decision, whereas variable of product quality did not influence purchase decision of Honda matic motorcycle; (2) simultaneously, perception of price, product quality, and brand image influenced purchase decision of Honda matic motorcycle. The results also shows that; (3) among three variables, variable of brand image had the biggest influence on purchase decision of Honda matic motorcycle.

Keyword: Price, Product Quality, Brand Image, Purchase Decision