

ABSTRAK

PENGARUH HARGA, KUALITAS PRODUK, DAN *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR HONDA *SCOOPY* DI SLEMAN

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Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh harga, kualitas produk, dan *brand image* terhadap keputusan pembelian sepeda motor Honda Scoopy di Sleman.

Penelitian ini menggunakan pendekatan penelitian kuantitatif yang dilakukan di Sleman pada bulan Juli-Agustus 2023. Populasi dalam penelitian ini yaitu masyarakat Sleman yang membeli sepeda motor Honda Scoopy pada tahun 2019-2023. Sampel dalam penelitian ini yaitu 100 responden. Teknik pengumpulan data yaitu kuesioner melalui *google form*. Teknik analisis data yang digunakan yaitu dengan analisis regresi linear berganda.

Hasil dari penelitian ini menunjukkan bahwa: (1) harga, kualitas produk, dan *brand image* dapat menjadi prediktor keputusan pembelian sepeda motor Honda Scoopy; (2) harga berpengaruh positif terhadap keputusan pembelian sepeda motor Honda Scoopy; (3) kualitas produk berpengaruh positif terhadap keputusan pembelian sepeda motor Honda Scoopy; (4) *brand image* berpengaruh positif terhadap keputusan pembelian sepeda motor Honda Scoopy.

Kata Kunci: harga, kualitas produk, *brand image*, keputusan pembelian.

ABSTRACT

THE EFFECT OF PRICE, PRODUCT QUALITY, AND BRAND IMAGE ON THE BUYING DECISION OF HONDA SCOOPY MOTORCYCLE IN SLEMAN

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This research aimed to test and analyze the effect of price, product quality, and brand image on the purchase decision of Honda Scoopy motorcycles in Sleman.

This research employed a quantitative research approach conducted in Sleman from July to August 2023. The population of this study was the residents of Sleman who purchased Honda Scoopy motorcycles between 2019 and 2023. The sample of this study was 100 respondents. The data collection technique was a questionnaire distributed through Google Forms. The data analysis technique used was multiple regression analysis.

The findings of this study indicate that: (1) price, product quality, and brand image can be predictors of the purchase decision of Honda Scoopy motorcycles; (2) price has a positive effect on the purchase decision of Honda Scoopy motorcycles; (3) product quality has a positive effect on the purchase decision of Honda Scoopy motorcycles; (4) brand image has a positive effect on the purchase decision of Honda Scoopy motorcycles.

Keywords: *price, product quality, brand image, purchase decision.*