

ABSTRAK

PENGARUH *BRAND IMAGE*, PROMOSI DIGITAL DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR HONDA BEAT DI KOTA YOGYAKARTA

Ronaldus Herjuna Kushadiwijaya
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2025

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan *brand image*, promosi digital dan kualitas produk terhadap keputusan pembelian sepeda motor Honda Beat di Kota Yogyakarta, (2) pengaruh secara parsial *brand image* terhadap keputusan pembelian sepeda motor Honda Beat di Kota Yogyakarta, (3) pengaruh secara parsial promosi digital terhadap keputusan pembelian sepeda motor Honda Beat di Kota Yogyakarta, (4) pengaruh secara parsial kualitas produk terhadap keputusan pembelian sepeda motor Honda Beat di Kota Yogyakarta. Populasi dalam penelitian ini adalah masyarakat yang berdomisili di Kota Yogyakarta yang membeli dan menggunakan sepeda motor Honda Beat dalam 8 bulan terakhir. Data diperoleh dengan membagikan kuesioner dan berhasil mengumpulkan data dari 100 responden dari penelitian yang dilakukan pada Mei 2025. Analisis data yang digunakan pada penelitian ini yaitu analisis Regresi Linear Berganda dengan bantuan aplikasi SPSS versi 25. Hasil penelitian menunjukkan bahwa: (1) *brand image*, promosi digital dan kualitas produk secara simultan berpengaruh signifikan terhadap keputusan pembelian sepeda motor Honda Beat di Kota Yogyakarta, (2) *brand image* tidak berpengaruh secara parsial terhadap keputusan pembelian sepeda motor Honda Beat di Kota Yogyakarta, (3) promosi digital berpengaruh secara parsial terhadap keputusan pembelian sepeda motor Honda Beat di Kota Yogyakarta, (4) kualitas produk secara parsial terhadap keputusan pembelian sepeda motor Honda Beat di Kota Yogyakarta

Kata kunci: *Brand Image*, Promosi Digital, Kualitas Produk, Keputusan Pembelian

ABSTRACT

**THE EFFECT OF BRAND IMAGE, DIGITAL PROMOTION, AND
PRODUCT QUALITY ON THE PURCHASE DECISION OF HONDA
BEAT MOTORCYCLES IN YOGYAKARTA CITY**

Ronaldus Herjuna Kushadiwijaya
Management Study Program, Faculty of Economics
Sanata Dharma University
Yogyakarta
2025

This study aims to determine: (1) the simultaneous influence of brand image, digital promotion and product quality on purchasing decisions for Honda Beat motorcycles in Yogyakarta City, (2) the partial influence of brand image on purchasing decisions for Honda Beat motorcycles in Yogyakarta City, (3) the partial influence of digital promotion on purchasing decisions for Honda Beat motorcycles in Yogyakarta City. (4) the partial influence of product quality on purchasing decisions for Honda Beat motorcycles in Yogyakarta City. The population in this study were people domiciled in Yogyakarta City who purchased and used Honda Beat motorcycles in the last 8 months. The data was obtained by distributing questionnaires and successfully collecting data from 100 respondents from the study conducted in May 2025. The data analysis used in this study was multiple linear regression analysis with the help of the SPSS version 25 application. The results of the study show that: (1) brand image, digital promotion and product quality simultaneously have a significant effect on the decision to purchase a Honda Beat motorbike in Yogyakarta City, (2) brand image does not have a partial effect on the decision to purchase a Honda Beat motorbike in Yogyakarta City, (3) digital promotion has a partial effect on the decision to purchase a Honda Beat motorbike in Yogyakarta City, (4) product quality partially on the decision to purchase a Honda Beat motorbike in Yogyakarta City

Keywords: Brand Image, Digital Promotion, Product Quality, Purchase Decision