

ABSTRAK

**PENGARUH *BRAND ASSOCIATION* DAN PROMOSI TERHADAP
KECENDERUNGAN KEPUTUSAN PEMBELIAN MOBIL TOYOTA DENGAN
MINAT BELI SEBAGAI MEDIASI**

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Penelitian ini bertujuan untuk menganalisis: 1) pengaruh *brand association* terhadap Kecenderungan keputusan pembelian, 2) pengaruh *brand association* terhadap minat beli, 3) pengaruh minat beli terhadap kecenderungan keputusan pembelian, 4) pengaruh promosi terhadap kecenderungan keputusan pembelian, 5) pengaruh promosi terhadap minat beli, 6) pengaruh promosi terhadap kecenderungan keputusan pembelian dimediasi oleh minat beli, 7) pengaruh *brand association* terhadap kecenderungan keputusan pembelian dimediasi oleh minat beli. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif dan teknik analisis *Partial Least Square* (PLS). Sampel dalam penelitian ini berjumlah 100 responden yang mengetahui merek Toyota dan pernah menjadi pengendara atau penumpang mobil Toyota. Data dikumpulkan melalui kuesioner *online*. Hasil penelitian menunjukkan bahwa 1) *brand association* berpengaruh terhadap kecenderungan keputusan pembelian, 2) *brand association* berpengaruh terhadap minat beli, 3) minat beli berpengaruh terhadap kecenderungan keputusan pembelian, 4) promosi berpengaruh terhadap kecenderungan keputusan pembelian, 5) promosi berpengaruh terhadap minat beli, 6) minat beli memediasi pengaruh promosi terhadap kecenderungan keputusan pembelian, 7) minat beli memediasi *brand association* terhadap kecenderungan keputusan pembelian. Temuan ini memberikan kontribusi penting bagi strategi pemasaran Toyota dalam meningkatkan keputusan pembelian konsumen melalui penguatan asosiasi merek dan efektivitas promosi.

Kata kunci: *Brand Association*, Promosi, Minat Beli, Kecenderungan Keputusan Pembelian, Toyota.

ABSTRACT

THE INFLUENCE OF BRAND ASSOCIATION AND PROMOTION TOWARDS THE PURCHASE DECISION TENDENCY OF TOYOTA CARS WITH PURCHASE INTENTION AS MEDIATING VARIABLE

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This study aims to analyze: 1) the influence of brand association on the purchase decision tendency, 2) the influence of brand association on buying interest, 3) the influence of buying interest on the purchase decision tendency, 4) the influence of promotion on the purchase decision tendency, 5) the influence of promotion on buying interest, 6) the influence of promotion on the purchase decision tendency mediated by buying interest, 7) the influence of brand association on the purchase decision tendency mediated by buying interest. This research uses a quantitative approach with descriptive methods and Partial Least Square (PLS) analysis techniques. The sample in this study was as many as 100 respondents who knew the Toyota brand and had been a driver or passenger of a Toyota car. Data were collected through an online questionnaire. The results showed that 1) brand association influenced the purchase decision tendency, 2) brand association influenced purchase interest, 3) purchase interest influenced the purchase decision tendency, 4) promotion influenced the purchase decision tendency, 5) promotion influenced purchase interest, 6) purchase interest mediated the influence of promotion on the purchase decision tendency, 7) purchase interest mediated brand association on the purchase decision tendency. These findings make an important contribution to Toyota's marketing strategy in increasing consumer purchasing decisions through strengthening brand associations and promotional influence effectiveness.

Keywords: Brand association, Promotion, Purchase Intention, Purchase Decision Tendency, Toyota.