

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh *Brand Awareness*, *Perceived Quality* dan *Perceived Value* Terhadap Keputusan Pembelian Honda Merek Scoopy (Studi kasus Pada Masyarakat Nagari Galugua Kec.Kapur IX Kab.50 Kota). Penelitian ini terdiri dari tiga variabel Independen yaitu *Brand Awareness*, *Perceived Quality* dan *Perceived Value* dan satu variabel Keputusan Pembelian. Metode analisis yang digunakan adalah analisis regresi linier berganda. Metode pengumpulan data pada penelitian ini adalah dengan menggunakan kuesioner yang diisi oleh responden yaitu k Masyarakat Nagari Galugua Kec.Kapur IX Kab.50 Kota.

Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh: a) terdapat pengaruh positif dan signifikan *brand awareness* terhadap keputusan pembelian, b) terdapat pengaruh positif dan signifikan *perceived quality* terhadap keputusan pembelian, c) terdapat pengaruh positif dan signifikan *perceived value* terhadap keputusan pembelian, d) terdapat pengaruh *brand awareness*, *perceived quality* dan *perceived value* terhadap keputusan pembelian pada Honda merek Scoopy pada masyarakat Nagari Galugua Kec.Kapur IX Kab.50 Kota didominasi

Akhirnya penulis menyarankan kepada perusahaan untuk dapat *brand awareness*, *perceived quality* dan *perceived value*

**Kata Kunci :** *Brand Awareness*, *Perceived Quality*, *Perceived Value* dan Keputusan Pembelian.

## ABSTRACT

*This study aims to determine how big the influence of Brand Awareness, Perceived Quality and Perceived Value on the Purchase Decision of Honda Scoopy Brand (Case Study In Nagari Galugua Community, Kec.Kapur IX Kab.50 Kota). This study consists of three independent variables, namely Brand Awareness, Perceived Quality and Perceived Value and a Purchase Decision variable. The analytical method used is multiple linear regression analysis. The method of data collection in this study was to use a questionnaire filled out by respondents, namely the Nagari Galugua Community, Kapur IX District, 50 City District.*

*The results obtained based on the Partial Test (t test) obtained: a) there is a positive and significant effect of brand awareness on purchasing decisions, b) there is a positive and significant effect of perceived quality on purchasing decisions, c) there is a positive and significant effect of perceived value on decisions purchase, d) there is an influence of brand awareness, perceived quality and perceived value on purchasing decisions on the Honda Scoopy brand in the Nagari Galugua community, Kec.Kapur IX Kab.50 City dominated by*

*Finally, the author suggests to companies to get brand awareness, perceived quality and perceived value*

**Keywords:** *Brand Awareness, Perceived Quality, Perceived Value and Purchase Decision*