

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar pengaruh *brand awareness*, *perceived quality* dan *perceived value* terhadap keputusan pembelian Honda scoopy. Metode pengumpulan data melalui survei dan mengedarkan kuisioner, dengan sampel 97 responden Mahasiswa Ekonomi Jurusan Manajemen Universitas Putra Indonesia “YPTK” Padang. Metode analisis yang digunakan adalah analisis korelasi dan regresi berganda.

Hasil penelitian yang diperoleh : (a) *brand awareness* secara parsial terdapat pengaruh positif dan signifikan terhadap keputusan beli dengan perbandingan 2,262 >1,9989 dan nilai signifikan 0,026 < 0,05. maka H₀ ditolak dan H_a diterima. (b) *perceived quality* secara parsial terdapat pengaruh positif dan signifikan terhadap keputusan beli dengan perbandingan 2,075 >1,9989 dan nilai signifikan 0,041 < 0,05. Maka H₀ ditolak dan H_a diterima. (c) *perceived value* secara parsial terdapat pengaruh positif dan signifikan terhadap keputusan beli dengan perbandingan 5,157 >1,9989 dan nilai signifikan 0,000 < 0,05. Dengan H₀ ditolak dan H_a diterima. (d) Dan berdasarkan uji secara bersama-sama (uji F) terdapat pengaruh signifikan *brand awareness*, *perceived quality*, dan *perceived value* terhadap keputusan beli Honda scoopy dengan perbandingan nilai f hitung dan f table sebesar 18,322 > 2,70 dan tingkat signifikan 0,000 < 0,05. Koefisien regresinya sebesar 35,1 % dan masih tersisa 64,9 % dipengaruhi variable lain diluar penelitian ini.

Akhirnya, Dari hasil penelitian diatas agar keputusan beli meningkat disarankan kepada pihak manajemen perusahaan PT. Astra Honda Motor mampu meningkatkan: *brand awareness* melalui masing-masing indikatornya, *perceived value* melalui masing-masing indikatornya, *perceived quality* melalui masing-masing indikatornya.

Kata kunci : *brand awareness*, *perceived quality*, *perceived value*, keputusan beli

ABSTRACT

This study aims to examine how much influence brand awareness, perceived quality and perceived value influence on purchasing decisions of Honda Scoopy. The method of collecting data through surveys and circulating questionnaires, with a sample of 97 respondents Economic Students of the Management Department of Putra Indonesia University "YPTK" Padang. The analytical method used is correlation analysis and multiple regression.

The research results obtained: (a) partial awareness there is a positive and significant influence on purchasing decisions with a ratio of $2.262 > 1.9989$ and a significant value of $0.026 < 0.05$. then H_0 is rejected and H_a is accepted. (b) perceived quality partially there is a positive and significant influence on purchasing decisions with a ratio of $2.075 > 1.9989$ and a significant value of $0.041 < 0.05$. Then H_0 is rejected and H_a is accepted. (c) perceived value partially there is a positive and significant influence on purchasing decisions with a ratio of $5.157 > 1.9989$ and a significant value of $0.000 < 0.05$. With H_0 rejected and H_a accepted .. (d) And based on the test together (F test) there is a significant effect of brand awareness, perceived quality, and perceived value on Honda Scoopy buying decisions with a comparison of the calculated f value and f table of $18,322 > 2.70$ and a significant level of $0.000 < 0.05$. The regression coefficient is 35.1% and the remaining 64.9% is influenced by other variables outside of this study.

Finally, from the results of the above research so that increased buying decisions are suggested to the management of the company PT. Astra Honda Motor is able to improve: brand awareness through each of its indicators, perceived value through each of its indicators, perceived quality through each indicator.

Keywords: brand awareness, perceived quality, perceived value, buying decisions