

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh *Brand Awareness*, *Perceived Quality*, dan Iklan Terhadap Keputusan Pembelian pada Yamaha NMAX Pada Yamaha Cabang Lubuk Begalung Kota Padang. Metode analisis data menggunakan kuesioner, dengan sampel 100 responden. Metode analisis data yang digunakan adalah Analisis Regresi Linear Berganda.

Berdasarkan hasil penelitian menunjukkan bahwa *Brand Awareness*, *Perceived Quality*, dan Iklan berpengaruh positif dan signifikan Terhadap Keputusan Pembelian. Kontribusi variabel *Brand Awareness*, *Perceived Quality*, dan Iklan berpengaruh sebesar 0,544 atau 54,4% sedangkan sisanya sebesar 45,6% dipengaruhi oleh variabel lain diluar penelitian ini.

Berdasarkan hasil penelitian ini diharapkan Manajemen Perusahaan dapat meningkatkan Keputusan Pembelian, dimana dalam penelitian ini variabel Brand Awareness yang mempunyai pengaruh yang dominan terhadap keputusan pembelian Yamaha NMAX Pada Yamaha Cabang Lubuk Begalung Kota Padang melalui, maka disarankan untuk meningkatkan Brand Awareness melalui peningkatan *Top Of mind*, *Brand recall* dan *Brand recognition*, mempunyai pengaruh yang dominan terhadap keputusan pembelian Yamaha NMAX Pada Yamaha Cabang Lubuk Begalung Kota Padang.

Kata Kunci: *Brand Awareness*, *Perceived Quality*, Iklan Dan Keputusan Pembelian.

ABSTRACT

The purpose of this study was to determine how much influence Brand Awareness, Perceived Quality, and Advertising on Purchasing Decisions at Yamaha NMAX at Yamaha Lubuk Begalung Branch, Padang City. Methods of data analysis using a questionnaire, with a sample of 100 respondents. The data analysis method used is Multiple Linear Regression Analysis.

Based on the research results, it shows that Brand Awareness, Perceived Quality, and Advertising have a positive and significant effect on Purchasing Decisions. The variable contribution of Brand Awareness, Perceived Quality, and Advertising has an effect of 0.544 or 54.4%, while the remaining 45.6% is influenced by other variables outside of this study.

Based on the results of this study, it is hoped that the Management of the Company can increase the Purchase Decision, where in this study the Brand Awareness variable which has a dominant influence on the purchase decision of Yamaha NMAX at Yamaha Lubuk Begalung Branch, Padang City, is recommended to increase Brand Awareness through increasing Top Of mind, Brand recall and brand recognition have a dominant influence on the purchase decision of Yamaha NMAX at Yamaha Lubuk Begalung Branch, Padang City.

Keywords: Brand Awareness, Perceived Quality, Advertising and Purchase Decisions.