

ABSTRAK

Pengaruh Citra Merek dan Kualitas Produk Terhadap Keputusan Pembelian Sepeda Motor Yamaha Di JG Cikalongsari Kabupaten Karawang

Penelitian ini dilatarbelakangi oleh fenomena belum optimalnya keputusan pembelian konsumen terhadap sepeda motor Yamaha, yang diduga dipengaruhi oleh persepsi konsumen terhadap citra merek dan kualitas produk yang masih belum sepenuhnya positif berdasarkan hasil pra-survey. Rumusan masalah dalam penelitian ini adalah bagaimana kondisi citra merek, kualitas produk, dan keputusan pembelian, serta seberapa besar pengaruh citra merek dan kualitas produk terhadap keputusan pembelian sepeda motor Yamaha di JG Cikalongsari Kabupaten Karawang, baik secara simultan maupun parsial.

Tujuan penelitian ini adalah untuk mengetahui, menggambarkan, dan menganalisis kondisi citra merek, kualitas produk, dan keputusan pembelian, serta menganalisis pengaruh citra merek dan kualitas produk terhadap keputusan pembelian tersebut. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada konsumen pengguna sepeda motor Yamaha di JG Cikalongsari Kabupaten Karawang, dengan teknik non-probability sampling jenis incidental sampling, dan ukuran sampel ditentukan menggunakan rumus Slovin. Analisis data dilakukan melalui uji instrumen, uji asumsi klasik, analisis regresi linear berganda, analisis korelasi, koefisien determinasi, serta pengujian hipotesis (uji F dan uji t).

Hasil penelitian menunjukkan bahwa citra merek dan kualitas produk masing-masing berpengaruh positif dan signifikan terhadap keputusan pembelian, baik secara parsial maupun simultan, dengan kualitas produk memberikan kontribusi pengaruh yang lebih dominan dibandingkan citra merek. Penelitian ini memperkuat dan melengkapi temuan penelitian-penelitian terdahulu yang umumnya mengkaji pengaruh citra merek dan kualitas produk terhadap keputusan pembelian pada objek yang berbeda, seperti produk kebutuhan sehari-hari, kosmetik, skincare, dan kendaraan merek lain. Novelty penelitian ini terletak pada objek kajian yang berfokus pada sepeda motor Yamaha di dealer JG Cikalongsari Kabupaten Karawang, konteks yang belum banyak diteliti sebelumnya, sehingga diharapkan dapat memberikan bukti empiris baru serta implikasi praktis bagi pengelolaan citra merek dan kualitas produk dalam mendorong keputusan pembelian konsumen di sektor otomotif roda dua.

Kata Kunci: Citra Merek, Kualitas Produk, Keputusan Pembelian

ABSTRACT

The Influence Of Brand Image and Product Quality On Purchase Decision Of Yamaha Motorcycles At JG Cikalongsari Karawang Regency

This research is motivated by the phenomenon of suboptimal consumer purchase decisions toward Yamaha motorcycles, presumed to be influenced by consumer perceptions of brand image and product quality that remain less than fully positive, as indicated by a preliminary survey. The research problem addressed is how the conditions of brand image, product quality, and purchase decision appear, and to what extent brand image and product quality influence purchase decisions of Yamaha motorcycles at JG Cikalongsari, Karawang Regency, both simultaneously and partially.

The purpose of this study is to identify, describe, and analyze the conditions of brand image, product quality, and purchase decision, as well as to examine the influence of brand image and product quality on purchase decision. This study employs a quantitative method with descriptive and verificative approaches. Data were collected through questionnaires distributed to consumers of Yamaha motorcycles at JG Cikalongsari, Karawang Regency, using a non-probability incidental sampling technique, with the sample size determined using the Slovin formula. Data analysis included instrument testing, classical assumption testing, multiple linear regression analysis, correlation analysis, coefficient of determination, and hypothesis testing (F-test and t-test).

The results indicate that brand image and product quality each have a positive and significant effect on purchase decision, both partially and simultaneously, with product quality contributing a more dominant influence than brand image. This study reinforces and complements previous research, which generally examined the influence of brand image and product quality on purchase decisions in different contexts, such as daily consumer goods, cosmetics, skincare products, and vehicles of other brands. The novelty of this research lies in its object of study, which focuses on Yamaha motorcycles at the JG Cikalongsari dealership in Karawang Regency, a context not widely examined in prior studies, thereby offering new empirical evidence and practical implications for managing brand image and product quality to enhance consumer purchase decisions in the two-wheeled automotive sector.

Key Word: Brand Image, Product Quality, Purchase Decision