

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan pengaruh citra merek dan layanan purna jual terhadap keputusan pembelian sepeda motor Honda baik secara parsial maupun simultan dengan pendekatan deskriptif dan kuantitatif. Jumlah sampel adalah sebanyak 150 responden menggunakan teknik *Probability Sampling*. Selanjutnya data dianalisis dengan analisis Regresi Linear Berganda. Hasil analisis data penelitian, diperoleh kesimpulan sebagai berikut: (1) Citra merek sepeda motor Honda sudah baik. (2) Layanan purna jual sepeda motor Honda sudah sangat baik. (3) Keputusan pembelian sepeda motor Honda sudah sangat baik. (4) Terdapat pengaruh parsial citra merek terhadap keputusan pembelian. (5) Terdapat pengaruh parsial layanan purna jual terhadap keputusan pembelian. (6) Terdapat pengaruh secara simultan citra merek dan layanan purna jual terhadap keputusan pembelian.

Kata kunci: citra merek, layanan purna jual, keputusan pembelian



ABSTRACT

This study aims to explain the effect of brand image and after-sales service on purchasing decisions for Honda motorcycles either partially or simultaneously with descriptive and quantitative approaches. The number of samples is 150 respondents using the Probability Sampling technique. Furthermore, the data were analyzed by Multiple Linear Regression analysis. The results of the analysis of research data, the following conclusions were obtained: (1) The image of the Honda motorcycle brand was good. (2) After-sales service for Honda motorcycles is very good. (3) The decision to purchase a Honda motorcycle has been very good. (4) There is a partial effect of brand image on purchasing decisions. (5) There is a partial effect of after-sales service on purchasing decisions. (6) There is a simultaneous influence of brand image and after-sales service on purchasing decisions.

Keywords: brand image, after-sales service, purchase decision

