

ABSTRACT

ANALYSIS OF THE EFFECT OF COMPETENCE BRAND, BRAND REPUTATION AND ITS REPUTATION ON DECISION CONSUMER PURCHASES IN MOTORCYCLE YAMAHA BRAND IN BANDAR LAMPUNG

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The life world of business experienced growth and change had an impact on the emergence of a wide range of products to meet customer needs.

The problem faced today is the intense competition between motorcycle company that requires the company to develop a marketing strategy so that the products produced by the company into its consumer choice in selecting a product has a variety of considerations. These considerations, among others, consideration of product attributes that include: branding, packaging, design, color and product quality. Another consideration is the price that includes ease of payment and discount. The high number of motorcycle sales is also marked by high rates of withdrawal by motorcycle financing institutions, the problem in this research is: What factors are influencing consumer purchase decisions in Yamaha brand motorcycles in Bandar Lampung.

The hypothesis proposed in this study is: There is significant relationship between brand competence factor, brand reputation and the reputation of the company against the possibility of purchasing decisions Yamaha Motorcycles in Bandar Lampung.

Based on calculations using binary logistic regression can be concluded that brand reputation is the main factor that consumers consider in deciding the purchase of premises the brand's reputation factor for 0746. This figure indicates if the reputation of the brand increased by 1 unit will cause a possible increase in the purchase of motorcycles for 0746.

And based on the calculations, the hypothesis that there were allegedly significant effect between brand competence factor, brand reputation and the reputation of the company against the possibility of purchasing decisions Yamaha brand motorcycles in Bandar Lampung, proven since all the three factors of significance value smaller than Alpha 0.05, for Yamaha was recommended to maintain its brand reputation in the eyes of consumers. Yamaha can do this by ensuring that the resulting products have good quality and ensure availability of spare parts and provide warranty in accordance with what was promised by Yamaha.