

ABSTRAK

PENGARUH PERSEPSI KONSUMEN TENTANG *BRAND IMAGE* (CITRA MEREK), HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN MOTOR HONDA DENGAN MEMPERHATIKAN KEPUASAN KONSUMEN DI PT. NUSANTARA SURYA SAKTI KEDATON BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui pengaruh persepsi konsumen tentang *brand image* (citra merek), harga dan promosi terhadap keputusan pembelian motor honda dengan memperhatikan kepuasan konsumen di PT. Nusantara Sakti Kedaton Bandar Lampung yang berjumlah 1.140 orang dan sampel 50 responden yang ditentukan dengan teknik *probabilitas sampling* dengan menggunakan *accidental sampling*. Pengumpulan data dilakukan dengan menggunakan kuesioner teknik analisis dengan menggunakan *Regresi Linier* dan *Path Analysis*. Subjek penelitian yaitu karyawan PT. Nusantara Sakti Kedaton Bandar Lampung. Metode penelitian yang digunakan dalam penelitian ini adalah metode *deskriptif verifikatif* dengan pendekatan *ex post facto* dan *survey*. Hasil penelitian menunjukkan bahwa ada pengaruh persepsi konsumen tentang *brand image* (citra merek), harga dan promosi terhadap keputusan pembelian motor honda dengan memperhatikan kepuasan konsumen di PT. Nusantara Sakti Kedaton Bandar Lampung.

Kata kunci: *brand image* (citra merek), harga, promosi, kepuasan konsumen dan keputusan pembelian.

ABSTRACT

**THE PERCEPTION CONSUMERS ABOUT THE BRAND IMAGE,
PRICES AND PROMOTION OF THE DECISION TO BUY
HONDA WITH REGARD TO CUSTOMER
SATISFACTION IN PT. NUSANTARA
SURYA SAKTI KEDATON
BANDAR LAMPUNG**

By

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This study aims to know about the influence of consumer perceptions about its brand image, the price and promotion of the decision of the purchase of Honda motor vehicle by taking into account the satisfaction of service consumers in PT. Nusantara Surya Sakti Kedaton Bandar Lampung which consisted of 1.140 people and sample 50 respondents determined by engineering the probability the sampling method of using the sampling method of accidental. The data collection was done using a questionnaire technique analysis by the use of linear regression and path analysis. The subject of study that is an employee of PT. Nusantara Surya Sakti Kedaton Bandar Lampung. Research methods that were used in this research was a method of descriptive verifikatif with the approach ex post facto and survey. The research results show that there an effect consumer perceptions about its range about brand image, the price and promotion of the decision of the purchase of Honda motor vehicle by taking into account the satisfaction of service consumers in PT. Nusantara Surya Sakti Kedaton Bandar Lampung .

Keywords: brand image, price, promotion, customer satisfaction and decisions purchase.