

ABSTRAK

EFEK BRAND LOVE, BRAND PERSONALITY, DAN BRAND IMAGE TERHADAP WORD OF MOUTH PENGENDARA SEPEDA MOTOR YAMAHA (Studi Pada Pengendara Muda Sepeda Motor Yamaha Di Kota Bandar Lampung)

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Perkembangan persaingan di dunia industri otomotif semakin ketat dan kompleks. Saat ini setiap perusahaan berkonsentrasi untuk mendapatkan posisi terbaik dipasar daripada hanya sekedar bertahan dan tidak mengalami kemajuan. AISI (Asosiasi Industri Sepeda Motor Indonesia) merevisi target penjualan dari 6,2 juta unit menjadi 5,9 juta unit, sebelum AISI kembali merevisi target menjadi 5.750.000 unit setelah melihat kondisi perekonomian di pertengahan tahun 2017.

Populasi penelitian ini adalah pengendara sepeda motor Yamaha dalam usia 17 sampai 25 tahun karena tergolong usia remaja akhir yang ada di Bandar Lampung, rentan usia ini diambil berdasarkan kategori dari departemen kesehatan RI (Depkes RI, 2009). Jumlah sample sebanyak 100 responden, dengan teknik purposive sampling.

Hasil penelitian ini menunjukkan bahwa ketiga variable dependen (*brand love*, *brand personality* dan *brand image*) secara parsial memiliki pengaruh positif signifikan terhadap variable independent yaitu *word of mouth*. Sumbangan variabel X (*brand love*, *brand personality* dan *brand image*) berperan dalam mempengaruhi setiap variabel Y (*word of mouth*) adalah sebesar 75,4%. 24,6% lainnya dipengaruhi oleh variabel yang tidak didefinisikan dalam penelitian ini.

Kata kunci : Yamaha, remaja akhir, *brand love*, *brand personality*, dan *brand image word of mouth*

ABSTRACT

LOVE BRAND EFFECTS, BRAND PERSONALITY, AND BRAND IMAGE AGAINST WORD OF MOUTH MOTORCYCLE MOTORCYCLE (Study of Young Yamaha Motorbike Riders in Bandar Lampung City)

By

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The development of competition in the world of the automotive industry is getting tighter and more complex. Now every company concentrates on getting the best position in the market rather than just surviving and not progressing. AISI (Indonesian Motorcycle Industry Association) revised its sales target from 6.2 million units to 5.9 million units, before AISI revised its target to 5,750,000 units after seeing economic conditions in mid-2017.

The population of this study was Yamaha motorbike riders in the age of 17 to 25 years because they were classified as late adolescents in Bandar Lampung, this age vulnerable was based on categories from the Indonesian health department (Ministry of Health, 2009). The number of samples is 100 respondents, with a purposive sampling technique.

The results of this study indicate that the three dependent variables (brand love, brand personality and brand image) partially have a significant positive effect on the independent variable, namely word of mouth. The contribution of variable X (brand love, brand personality and brand image) plays a role in influencing each variable Y (word of mouth) by 75.4%. The other 24.6% are influenced by variables not defined in this study.

Keywords: Yamaha, late adolescents, brand love, brand personality, and brand image word of mouth