

ABSTRAK

FAKTOR-FAKTOR KEPUTUSAN PEMBELIAN PRODUK OLI PELUMAS AHM PADA KONSUMEN MOTOR HONDA DI BANDAR LAMPUNG

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Tujuan penelitian ini adalah untuk mengetahui besarnya pengaruh kesadaran merek, loyalitas merek, asosiasi merek, dan persepsi kualitas terhadap keputusan pembelian produk oli AHM pada konsumen motor honda di Bandar Lampung. Jenis penelitian ini menggunakan pendekatan metode deskriptif kuantitatif dengan penelitian *explanatory research*. Populasi penelitian adalah konsumen pengguna oli AHM. Sampel penelitian ini sebanyak 100 responden dengan menggunakan metode *purposive sampling*. Teknik pengumpulan data menggunakan kuesioner dengan menggunakan skala Likert. Analisis data penelitian ini menggunakan analisis regresi linear berganda. Pengujian hipotesis menggunakan uji t dan uji F dengan signifikansi <5%. Hasil diperoleh secara parsial kesadaran merek, loyalitas merek, asosiasi merek, dan persepsi kualitas berpengaruh positif dan signifikan terhadap keputusan pembelian produk oli pelumas AHM. Secara simultan, kesadaran merek, loyalitas merek, asosiasi merek, dan persepsi kualitas berpengaruh secara positif dan signifikan terhadap keputusan pembelian.

**Kata Kunci: Kesadaran Merek, Loyalitas Merek, Asosiasi Merek, Persepsi Kualitas,
Keputusan Pembelian**

ABSTRACT

FACTORS CONSUMERS' PURCHASING DECISION FOR AHM LUBRICATING OIL IN BANDAR LAMPUNG

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The purpose of this study was to determine the magnitude of the influence of brand awareness, brand loyalty, brand association, and perceived quality on the decision to purchase AHM oil products for Honda motorbike users in Bandar Lampung. This research applied a quantitative descriptive method with explanatory research approach. The research population is AHM oil users. A purposive sampling method was adopted in this study and 100 respondents participated accordingly. Data were collected using a set of Likert-scale questionnaires. The data were analyzed using multiple linear regression method. The hypotheses were tested using t test and F test with the significance of <5%. The partial results revealed positive and significant effects of brand awareness, brand loyalty, brand association, and perceived quality on purchasing decisions of AHM lubricating oil products. Simultaneously, brand awareness, brand loyalty, brand association, and perceived quality showed positive and significant effects on purchasing decisions.

Keywords: Brand awareness, brand loyalty, brand association, perceived quality, purchasing decision