

## **ABSTRAK**

### **PENGARUH PRODUK EDISI TERBATAS, PERSEPSI NILAI DAN KEPERCAYAAN MEREK TERHADAP KEPUTUSAN PEMBELIAN MOTOR VESPA PIAGGIO DI BANDAR LAMPUNG**

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Vespa merupakan salah satu kendaraan roda dua matic yang diproduksi oleh PT Piaggio, Vespa menjadi pilihan kaum anak muda karena memiliki bentuk yang unik dan sekaligus memiliki kualitas yang lebih baik dan dapat diandalkan. Terdapat beberapa faktor yang mempengaruhi konsumen dalam membeli produk kendaraan bermotor diantaranya produk edisi terbatas, persepsi nilai dan kepercayaan merk. Tujuan penelitian untuk mengetahui pengaruh produk edisi terbatas, persepsi nilai dan kepercayaan merk terhadap keputusan pembelian Motor Vespa Piaggio di Bandar Lampung. Metode penelitian yang digunakan adalah kuantitatif. Pengumpulan data menggunakan kuesioner kepada 100 orang responden. Berdasarkan hasil penelitian bahwa Ada pengaruh variabel produk edisi terbatas (X1) terhadap variabel keputusan (Y) motor Piaggio. Ada pengaruh variabel persepsi nilai (X2) terhadap variabel keputusan (Y) motor Piaggio. Ada pengaruh variabel kepercayaan merk (X3) terhadap variabel keputusan (Y) motor Piaggio. Saran, diharapkan Motor Vespa Piaggio edisi terbatas dapat digunakan sebagai simbol gaya hidup anak muda, seharusnya penggunaan motor Vespa Piaggio edisi terbatas dapat menjadi kebanggaan bagi penggunanya, seharusnya penggunaan motor Vespa Piaggio edisi terbatas memberikan kebanggaan tersendiri bagi penggunanya, serta dapat tingkatkan karena Vespa Piaggio edisi terbatas sudah teruji ketangguhannya.

**Kata Kunci: Produk Edisi Terbatas, Persepsi Nilai, Kepercayaan Merk, Keputusan Pembelian.**

## **ABSTRACT**

### ***INFLUENCE OF LIMITED EDITION PRODUCTS, VALUE PERCEPTIONS AND BRAND TRUST ON PURCHASE DECISIONS FOR VESPA PIAGGIO MOTORCYCLES IN BANDAR LAMPUNG***

**By**

***Nara Fahroza Masadi***

*Vespa is one of the automatic produced by PT Piaggio, Vespa is the choice of young people because it has a unique shape and at the same time has better and reliable quality. There are several factors that influence consumers in buying motorized vehicle products including limited edition products, perceived value and brand trust. The purpose of the study was to determine the effect of limited edition products, perceived value and brand trust on purchasing decisions for Piaggio Vespa Motorcycles in Bandar Lampung. The research method used is quantitative. Collecting data using a questionnaire to 100 respondents. Based on the results of the study that there is an effect of the limited edition product variable (X1) on the Piaggio motorcycle decision variable (Y). There is an effect of the value perception variable (X2) on the Piaggio motor decision variable (Y). There is an effect of the brand believe variable (X3) on the Piaggio motorcycle decision variable (Y). Suggestion, it is hoped that the limited edition Vespa Piaggio can be used as a symbol of the lifestyle of young people, the use of a limited edition Vespa Piaggio motorcycle should be a source of pride for its users, the use of a limited edition Vespa Piaggio motorcycle should give its users its own pride, and can be increased because the limited edition Vespa Piaggio has been tested for toughness.*

***Keywords: Limited Edition Products, Perceived Value, Brand Trust, Purchase Decision.***