

**PENGARUH IKLAN DAN CITRA MEREK TERHADAP KEPUTUSAN
PEMBELIAN PRODUK SEPEDA MOTOR MEREK HONDA PADA DEALER PT.
MERTHA BUANA MOTOR DI SINGARAJA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) pengaruh iklan terhadap keputusan pembelian produk sepeda motor honda pada dealer PT. Mertha Buana Motor di Singaraja, (2) pengaruh citra merek terhadap keputusan pembelian produk sepeda motor honda pada dealer PT. Mertha Buana Motor di Singaraja dan (3) pengaruh iklan dan citra merek terhadap keputusan pembelian produk sepeda motor honda pada dealer PT. Mertha Buana Motor di Singaraja. Jenis penelitian ini adalah penelitian kausal yaitu desain penelitian yang mengkaji hubungan sebab akibat. Populasi dalam penelitian ini adalah masyarakat atau konsumen yang telah membeli produk sepeda motor honda yang berjumlah 9.011 orang. Sampel berjumlah 100 orang, dan diambil dengan teknik *simple random sampling*. Data dikumpulkan dengan metode dokumentasi dan kuesioner, analisis data yang digunakan adalah analisis regresi linier berganda dengan bantuan program *SPSS for windows 16.0*. Hasil penelitian menunjukkan bahwa (1) iklan berpengaruh secara signifikan secara parsial terhadap keputusan pembelian produk sepeda motor honda pada dealer PT. Mertha Buana Motor di Singaraja, hal tersebut ditunjukkan dari nilai $t_{hitung} = 5,080 > t_{tabel} = 1.984$ (dengan t_{tabel} diperoleh dari $df = n-k-1 = 100-1-1 = 98$ dan taraf signifikansi 5%) atau $p\text{-value} = 0.000 < \alpha = 0.05$ (2) citra merek berpengaruh secara parsial terhadap keputusan pembelian produk sepeda motor honda pada dealer PT. Mertha Buana Motor di Singaraja, hal tersebut ditunjukkan dari nilai $t_{hitung} = 5,349 > t_{tabel} = 1.984$ (dengan t_{tabel} diperoleh dari $df = n-k-1 = 100-1-1 = 98$ dan taraf signifikansi 5%) atau $p\text{-value} = 0.000 < \alpha = 0.05$ (3) iklan dan citra merek berpengaruh signifikan secara simultan terhadap keputusan pembelian produk sepeda motor honda pada dealer PT. Mertha Buana Motor di Singaraja, hal tersebut ditunjukkan dari nilai $F_{hitung} = 123,708 > F_{tabel} = 3,94$ (dengan F_{tabel} diperoleh dari $df1 (n-1=100-1=99)$, dan $df2 (k-1=2-1=1)$ atau $p\text{-value} = 0.000 < \alpha = 0,05$).

Kata kunci: Iklan, Citra Merek, Keputusan Pembelian

ABSTRACT

This study aimed to determine (1) the influence of advertising on purchasing decisions for Honda motorcycle products at PT. Mertha Buana Motor in Singaraja, (2) the influence of brand image on purchasing decisions for Honda motorcycle products at PT. Mertha Buana Motor in Singaraja and (3) the influence of advertising and brand image on purchasing decisions of Honda motorcycle products at PT. Mertha Buana Motor in

Singaraja. The research type was causal research which was a design that examined cause and effect relationships. The population of the study was the community or consumers who have bought Honda motorcycle products totaling 9,011 people. The sample of the study was 100 people which was taken by *simple random sampling* technique. The data were collected by documentation and questionnaire methods, the data analysis used was multiple linear regression analysis which was analyzed by SPSS for Windows 16.0 program. The results of the study showed that (1) the advertisement had a significant effect partially on the purchasing decisions of Honda motorcycle products at the PT dealers. Mertha Buana Motor in Singaraja, it was indicated by the value of $t_{\text{count}} = 5,080 > t_{\text{table}} = 1,984$ (with t_{table} was obtained from $df = nk-1 = 100-1-1 = 98$ and the significance level of 5%) or $p\text{-value} = 0.000 < \alpha = 0.05$, (2) the brand image had a partial effect on purchasing decisions for Honda motorcycle products at PT. Mertha Buana Motor in Singaraja, it was indicated by the value of $t_{\text{count}} = 5,349 > t_{\text{table}} = 1.984$ (with t_{table} was obtained from $df = nk-1 = 100-1-1 = 98$ and the significance level of 5%) or $p\text{-value} = 0.000 < \alpha = 0.05$, (3) advertising and brand image simultaneously had a significant effect on purchasing decisions for Honda motorcycle products at PT. Mertha Buana Motor in Singaraja, it was indicated by the value of $F_{\text{count}} = 123,708 > F_{\text{table}} = 3.94$ (with F_{table} obtained from $df_1 (n-1 = 100-1 = 99)$, and $df_2 (k-1 = 2-1 = 1)$ or $p\text{-value} = 0.000 < \alpha = 0.05$.

Keywords: Advertising, Brand Image, Purchasing Decisio

