

ABSTRAK

Di era globalisasi modern saat ini persaingan di dunia perdagangan dikategorikan sangat ketat seiring dengan perkembangan teknologi yang semakin canggih diberbagai bidang terutama di bidang industri otomotif, khususnya pada sepeda motor. Semakin tinggi tingkat mobilitas masyarakat saat ini, dapat membawa pengaruh secara langsung terhadap pemenuhan kebutuhan akan transportasi. Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, harga, *word of mouth*, dan gaya hidup terhadap keputusan pembelian motor Yamaha N-Max pada Club Yamaha N-Max Surabaya.

Data berdasarkan kuesioner diisi oleh 98 responden yang terdiri dari para anggota Club Yamaha N-Max di Surabaya. Teknik pengambilan sampel menggunakan teknik *accidental sampling*. Variabel yang digunakan adalah keputusan pembelian sebagai variabel dependen dan variabel independen adalah citra merek, harga, *word of mouth*, dan gaya hidup. Hasil penelitian ini menunjukkan bahwa citra merek, harga, *word of mouth*, dan gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian.

Sebaiknya perusahaan Yamaha menjaga dan memperhatikan citra merek, harga, *word of mouth*, dan gaya hidup karena dapat mempengaruhi keputusan pembelian. Bagi peneliti selanjutnya disarankan untuk melakukan penelitian diluar variabel yang digunakan peneliti agar memperluas faktor apa saja yang mempengaruhi keputusan pembelian.

Kata kunci: citra merek, harga, *word of mouth*, gaya hidup, keputusan pembelian.

ABSTRACT

Recently, in this era of modern globalization, there is strong competition in the world of trade along with the development of sophisticated technology in various fields, especially in automotive industry, i.e. motorcycle. The higher the society mobility at present, the more direct effect will be given on its fulfillment of transportation's needs. Therefore, this research aimed to find out the effect of brand image, price, word of mouth, and lifestyle on buying decision of Yamaha N-Max at Yamaha Club N-Max, Surabaya.

While, the population was members of Yamaha Club N-Max, Surabaya. Moreover, the data collection technique used accidental sampling. In line with, there were 98 respondents as sample. Furthermore, the instrument used questionnaires. Meanwhile, the independent Variable was buying decision. In addition, the research result concluded brand image, price, word of mouth, and lifestyle had positive and significant effect on buying decision.

For suggestion, Yamaha Company should keep and consider its brand image, price, word of mouth and lifestyle as it affected buying decision. Besides, for the next researcher, it suggested to have other variables in order to widen some factors which influenced buying decision.

Keywords : brand image, price, word of mouth, lifestyle, buying decision.



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