

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kesadaran merek, citra merek dan minat beli terhadap keputusan pembelian sepeda lipat *Pacific Noris*.

Populasi dalam penelitian ini adalah pemilik dan pengguna sepeda lipat *Pacific Noris* yang berdomisili di Kota Surabaya. Penelitian ini merupakan penelitian kuantitatif. Teknik pengumpulan data menggunakan metode survei. Data yang digunakan adalah data primer melalui penyebaran kuesioner kepada responden. Metode pengambilan sampel menggunakan formula *Lemeshow*. Jumlah sampel pada penelitian ini sebanyak 97 responden. Metode analisis yang digunakan dalam penelitian ini menggunakan analisis regresi linier berganda dengan alat bantu aplikasi SPSS (*Statistical Product and Services Solutions*) versi 23.0.

Hasil dari penelitian ini menunjukkan bahwa kesadaran merek berpengaruh positif terhadap keputusan pembelian sepeda lipat *Pacific Noris*, citra merek berpengaruh positif terhadap keputusan pembelian sepeda lipat *Pacific Noris* dan minat beli berpengaruh positif terhadap keputusan pembelian sepeda lipat *Pacific Noris*. Berdasarkan hasil uji F, menunjukkan bahwa model yang digunakan dalam penelitian ini *fit*. Hasil penelitian ini telah mendukung semua hipotesis yang telah dirumuskan dalam penelitian ini.

Kata kunci: kesadaran merek, citra merek, minat beli, keputusan pembelian.

ABSTRACT

This research aimed to examine the effect of brand awareness, brand image, and purchase intention on buying decision of folding bike Pacific Noris.

While the population was owner and user of folding bike Pacific Noris who stayed in Surabaya. The research was quantitative. Moreover, the instrument in data collection technique used survey. Furthermore the data were primary, in which they were taken by distributing questionnaires to respondents. Additionally, the sampling technique used the Lemeshow formula. In line with, there were 97 respondents as the sample. In addition, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 23.0.

The research result concluded that brand awareness had a positive effect on buying decisions of folding bike Pacific Noris. Likewise, brand image had a positive effect on buying decisions of folding bike Pacific Noris. Similarly, purchase intention had a positive effect on buying decisions of folding bike Pacific Noris. Meanwhile according to F-test, it showed that the model used was properly fit. In conclusion, the result had supported all hypothesis which were formulated.

Keywords: brand awareness, brand image, purchase intention, buying decision

