

ABSTRAK

Penelitian ini bertujuan mengkaji lebih dalam tentang Pengaruh Kualitas Produk, Promosi, Gaya Hidup, dan *Brand Image* terhadap Keputusan Pembelian Pengguna Motor Yamaha NMax di Kota Surabaya dan Sidoarjo. Penelitian ini pendekatan kuantitatif. Populasi dalam penelitian ini adalah masyarakat pengguna motor Yamaha NMax di Surabaya dan Sidoarjo.

Teknik pengambilan sampel menggunakan metode *purposive sampling*. Jenis data yang digunakan dalam penelitian ini adalah data sekunder. Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan alat bantu aplikasi SPSS (*Statistical Product and Services Solutions*) versi 20.0. Hasil dari penelitian ini menunjukkan bahwa kualitas produk, gaya hidup dan *brand image* berpengaruh terhadap keputusan pembelian. Sedangkan promosi tidak berpengaruh terhadap keputusan pembelian.

Kata Kunci : Kualitas Produk, Promosi, Gaya Hidup, *Brand Image*, Keputusan Pembelian

ABSTRACT

This research aimed to find out deeply the effect of product quality, promotion, lifestyle, and brand image on the consumers' purchasing decisions of Yamaha NMax in Surabaya and Sidoarjo. The research was quantitative. Moreover, the population was consumers of Yamaha NMax in Surabaya and Sidoarjo.

The data collection technique used purposive sampling. Furthermore, the data were secondary. The data analysis technique used multiple linear regression with SPSS (Statistical Product and Services Solutions) 20.0 version. In addition, the research result showed that product quality affected the consumers' purchasing decisions of Yamaha NMax. Likewise, lifestyle affected the consumers' purchasing decisions of Yamaha NMax. Similarly, brand image affected the consumers' purchasing decisions of Yamaha NMax. On the other hand, the promotion did not affect the consumers' purchasing decisions of Yamaha NMax.

Keywords: *Product Quality, Promotion, Lifestyle, Brand Image, Purchasing Decisions*

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