

## INTISARI

Penelitian ini dilatar belakangi kebutuhan manusia akan alat transportasi yang semakin meningkat. Salah satu produsen kendaraan bermotor yaitu Yamaha mengeluarkan varian terbaru mereka di kelas motor matic yaitu Yamaha Nmax. Tujuan dari penelitian adalah untuk mengetahui pengaruh Citra merek, Atribut produk, dan Harga terhadap keputusan pembelian motor Yamaha Nmax di Surabaya. Populasi yang digunakan dalam penelitian ini adalah masyarakat umum yang pernah membeli Yamaha Nmax dengan sampel total 100 konsumen. Metode pengambilan sampel menggunakan *non probability sampling* dengan teknik *sampling accidental*.

Hasil uji hipotesis menunjukkan citra merek, atribut produk, dan harga terhadap keputusan pembelian motor Yamaha Nmax di Surabaya berpengaruh signifikan. Kondisi ini ditunjukkan dengan perolehan signifikansi masing-masing variabel bebas kurang dari 0,05. Dari pengujian determinasi parsial diketahui bahwa variabel harga mempunyai pengaruh dominan terhadap keputusan pembelian Yamaha Nmax di Surabaya.

Untuk terus mempertahankan dan meningkatkan penjualan dari produk Yamaha Nmax diharapkan pihak manajemen Yamaha selalu memperhatikan kebijakan harga agar dapat diterima oleh konsumennya.

Kata kunci: Citra Merek, Atribut Produk, Harga, Keputusan Pembelian.

## ABSTRACT

This research is motivated by the enhancement of human needs for transportation. One of the motorcycle manufacturers i.e. Yamaha which has launched the latest variant of Yamaha automatic motorcycle which is named Nmax. The purpose of this research is to find out the influence of brand image, product attribute, and price to the purchasing decision of Yamaha Nmax in Surabaya. The population is all customers who have purchased Yamaha Nmax and the total sample size is 100 customers. The sample collection method has been done by using non-probability sampling and accidental sampling technique.

The result of the hypothesis test shows that brand image, product attribute, and price give significant influence to the purchasing decision of Yamaha Nmax in Surabaya. This condition is indicated by the acquisition of the significance of each independent variable is less than 0.05. The partial determination of the test has found that price gives dominant influence to the purchasing decision of Yamaha Nmax in Surabaya.

In order to maintain and to increase the sales of the Yamaha Nmax product it has been expected that the Yamaha management always notices the pricing policy in order to make it can be accepted by their customers.

Keywords: Brand, product attributes, price, and purchase decision.

