

The Influence of Price, Product Quality, Brand Image, Promotion and Word Of Mouth on Purchasing Decisions for Honda Vario Type Motorbikes at Cv. Surya Citra Abadi Bojonegoro

By:

Eka Alvina Julianti

Student of Management Department, Faculty of Economics, Darul 'Ulum Lamongan Islamic University

ABSTRACT

The purpose of this study was to determine the effect of price, product quality, brand image, promotion and word of mouth on the consumer decision process to buy a vario type Honda motorcycle at CV. Surya Citra Abadi Bojonegoro. This research uses quantitative methods. The sampling technique used in this study using the Accidental Quota Sampling method, which is a sampling technique that can be done at any time until the desired sample size is met and data collection is taken through a questionnaire with a sample of 77 respondents. The technical analysis used to answer the hypothesis using multiple linear regression analysis.

Based on the research results stated above, it is known that the price variable has a T value of 2.398 > T table 1.994, it can be said that the Price Variable partially has a positive effect on purchasing decisions. The Product Quality variable has a T value of 2.430 > T table 1.994, it can be said that the product quality variable partially has a positive effect on purchasing decisions. The Brand Image variable has a T value of 1.153 < T table 1.994, it can be said that the brand image variable partially has no effect on purchasing decisions. The Promotion variable has a T value of 2.194 > T table 1.994, it can be said that the promotion variable partially has a positive effect on purchasing decisions. The Word Of Mouth variable has a calculated T value of 1.072 < T table 1.994, so it can be said that the word of mouth variable partially has no positive effect on purchasing decisions.

Keywords : Price, Product Quality, Brand Image, Promotion and Word Of Mouth.

**Pengaruh Harga, Kualitas Produk, Citra Merek, Promosi dan Word Of
Mouth Terhadap Keputusan Pembelian Sepeda Motor Honda Tipe Vario di
Cv. Surya Citra Abadi Bojonegoro**

Oleh :

Eka Alvina Julianti

**Mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Islam Darul
'Ulum Lamongan**

ABSTRAK

Tujuan dari penelitian ini yaitu untuk mengetahui pengaruh harga, kualitas produk, Citra merek, promosi dan word of mouth pada proses keputusan konsumen untuk membeli sepeda motor Honda tipe Vario di CV Surya Citra abadi Bojonegoro. Penelitian ini menggunakan metode kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini dengan menggunakan metode Accidental Quota Sampling, yaitu teknik pengambilan sampel yang dapat dilakukan sewaktu-waktu sampai jumlah sampel yang diinginkan terpenuhi dan pengumpulan data diambil melalui kuesioner dengan sampel 77 responden. Teknis analisa yang digunakan untuk menjawab hipotesis dengan menggunakan analisis regresi linier berganda.

Berdasarkan hasil penelitian yang dikemukakan di atas, diketahui bahwa variabel harga memiliki nilai $T_{hitung} 2,398 > T_{tabel} 1,994$, maka dapat dikatakan Variabel Harga secara parsial berpengaruh positif terhadap keputusan pembelian. Variabel Kualitas Produk memiliki nilai $T_{hitung} 2,430 > T_{tabel} 1,994$, maka dapat dikatakan variabel kualitas produk secara parsial berpengaruh positif terhadap keputusan pembelian. Variabel Citra Merek nilai $T_{hitung} 1,153 < T_{tabel} 1,994$, maka dapat dikatakan variabel Citra merek secara parsial tidak berpengaruh terhadap keputusan pembelian. Variabel Promosi memiliki nilai $T_{hitung} 2,194 > T_{tabel} 1,994$, maka dapat dikatakan variabel promosi secara parsial berpengaruh positif terhadap keputusan pembelian. Variabel *Word Of Mouth* memiliki nilai $T_{hitung} 1,072 < T_{tabel} 1,994$, maka dapat dikatakan variabel *word of mouth* secara parsial tidak berpengaruh positif terhadap keputusan pembelian.

Kata Kunci : Harga, Kualitas Produk, Citra Merek, Promosi dan *Word Of Mout*