

ABSTRACT

The Honda Beat motorbike is an automatic motorbike with the highest number of sales among other automatic motorbikes, this is proven by the Honda Beat motorbike getting Best Brand for 5 consecutive years. This research aims to determine the effect of the attractiveness of brand image advertising and price on purchasing decisions among consumers who buy Honda Beat motorbikes at the Prima Honda Motorcycle Dealer, Pematang.

This type of research uses a quantitative approach. In this research, the population is all customers at the Prima Pematang dealer who purchased Honda Beat motorbikes from January to September 2023, totaling 2399 customers. By using purposive sampling for the sampling technique in this research with criteria that meet certain requirements. The samples used were determined using the Slovin formula. The total sample was 96 samples. Data collection was done by distributing questionnaires directly using the interview method. The scale used is the Linkert scale.

This research uses Multiple Linear Regression analysis tools with the help of the SPSS 27.0 application. The results of this research show that there is a positive and significant influence between the variables of advertising attractiveness, brand image and price on purchasing decisions. The influence of advertising attractiveness, brand image and price on purchasing decisions is 74.4%. The remaining 25.6% was caused by other factors not included in the model.

Keywords: Advertising appeal, Brand Image, Price, Purchasing Decisions