

ABSTRACT

Yamaha Nmax is one of the premium automatic motorcycles that currently dominate sales in its segment in Indonesia. The sales have increased in the last two years, but there are the rumors that Honda will produce PCX as the competitors with local production so the price offered is not much different from Yamaha Nmax. Therefore, Yamaha need to be able to implement strategies to improve purchasing decision in order to maintain and increase sales.

This study aims to analyze the factors that most influential in the formation of brand image and the effect on purchase decision of Yamaha Nmax in Denpasar. Factors which will be researched are product attribute, promotion attractiveness, and brand image. The method used in collecting data was incidental sampling with 120 respondents who have premium automatic motorcycles Yamaha Nmax in Denpasar. The data collected were processed using SEM (Structural Equation Modelling).

The resut of this study shows that product attribute factor has the most influence for the formation of brand image and brand image has the most influence on purchase decision. Thus, to stay ahead in competition and improve the purchase decision, Yamaha needs to build a stronger brand image and increase the product attributes of Yamaha Nmax.

Keywords: product attribute, promotion attractiveness, brand image, purchase decision, Yamaha Nmax.