

ABSTRACT

Public perception of the brand quality Honda products is so strong in the community. Honda Motorcycle to top of main brand for motorcycle products. It is behind the problems that the image problem faced is that a Honda motorcycle top of main brand as brand equity have decreased, as seen from the low consumer's decision to purchase the Honda motorcycles. This is evident by the declining market share of sales of Honda motorcycles. This study aims to empirically examine and analyze the effect of advertising messages, brand image and perceived quality of the brand purchase decision on brand motorcycle Honda.

The population in this study is that consumers who buy Honda motorcycle type or types of duck with credit in Adira finance institutions. By using purposive sampling technique sampling, with consideration of consumers who buy products on credit Honda and respondents over the age of 20 years obtained the sample of 100 respondents. The analytical tool used in this study were multiple linear regression. Prior to the regression test, first tested the validity and reliability as well as the classical assumptions.

The results showed that the advertising messages influence purchasing decisions with regression coefficient of 0.186 and t value = 3.004 > t table value 1.9850, meaning if advertising messages are delivered Honda motorcycle brand able to attract the attention of consumers, it would affect high consumer purchase decision. Brand image influence purchasing decisions with regression coefficient of 0.213 and t value = 2.581 > t table value = 1.9850, meaning that the more positive the brand image of Honda motorcycle in the eyes of the consumer, the more it will increase the consumer purchase decision. Perceptions of quality brand influence purchase decisions with regression coefficient of 0.568 and t value = 6.728 > t table value = 1.9850, meaning that the higher the consumer's impression of quality motorcycle brands Honda, then it will increase the consumer to decide purchase

Keywords: advertising message, brand image and perceived quality of the brand and purchase decisions