

ABSTRACT

This research is motivated by the increasing competition that occurs in the motorcycle industry. Today, Yamaha Motorcycles showed a decrease in the number of sales, especially in 2011 and 2012. Specifically, in this study review Yamaha efforts to maintain its position as one of the market leader by creating and improving brand equity, because the strong brand equity can encourage consumers to make purchasing decisions even to re-purchase the product. This study specifically to examine the brand equity elements, consists of brand awareness, perceived quality, brand associations, and brand loyalty on consumer purchasing decisions on Yamaha motorcycles.

The research was conducted through a literature review and hypothesis formulation, primary data collection through questionnaire method using purposive sampling technique on 100 respondents who had used or had a Yamaha motorcycle. As respondents population in this study are students at Diponegoro University Semarang. Then performed the data analysis obtained by using quantitative and qualitative analysis. Quantitative analysis include validity and reliability test, the classic assumption test, multiple regression analysis, hypothesis testing by t-test and F-test, and coefficient of determination (R²) analysis. Qualitative analysis is interpretation of the data obtained in the study and data processing results is carried out by giving captions and explanations.

The data that have met the test of validity, reliability testing, and classical assumption was processed by using SPSS 21 (Statistical Package for Social Science) resulting regression equation as follows:

$$\mathbf{Y = 0,204 X_1 + 0,298 X_2 + 0,321 X_3 + 0,204 X_4}$$

Where the buying decision variable (Y), brand awareness (X₁), perceived quality (X₂), brand association (X₃), and brand loyalty (X₄). Hypothesis testing using t-test showed that the four independent variables studied proved to significantly affect the dependent variable, and then using the F test is known that a well-deserved four independent variables to test the dependent variable. Figures Adjusted R Square of 0,738 indicates that 73,8 percent of purchase decisions variation can be explained by the four independent variables in the regression equation. While the remaining 26,2 percent is explained by other variables outside the four variables used in this study.

Keywords: purchasing decisions, brand awareness, perceived quality, brand association, and brand loyalty.