

ABSTRACT

This research is based on a competition in the motorcycle market that is dominated by the big four, they are Honda, Yamaha, Suzuki and Kawasaki. Those brands are fully taking control of the market in Indonesia. In particular, this study reviews how Yamaha attempts to increase sales of their products in a market that is currently dominated by Honda. The problem of this study is “whether brand equity elements in Yamaha motorcycles influence consumers’ buying decisions for Yamaha motorcycles in PT Yamaha Agung Motor Semarang?” This study examines brand equity elements that consist of brand awareness, perceived quality, brand association, and brand loyalty. The aim of this study is to analyze the influences of the four brand equity elements on consumers’ buying decisions for Yamaha motorcycles.

This research was conducted with a questionnaire to 100 consumers of PT Yamaha Agung Motor Semarang obtained by using accidental sampling techniques. Then conducted an analysis of data obtained in the form of quantitative and qualitative analysis. Quantitative analysis involves the validity and reliability testing, testing classic assumptions, multiple regression analysis, Goodness of Fit test through regression coefficient (R^2), F test and t test. Qualitative analysis is an interpretation of the data obtained in this study and the results of data processing is carried out by giving a description and explanation. The data that have met the test of validity, reliability, and test the assumptions of classical processed to produce a regression equation as follows:

$$Y = 0,194 X_1 + 0,194 X_2 + 0,220 X_3 + 0,360 X_4$$

These results indicate that all the independent variables tested are positive and significant impact on consumers’ buying decisions through the F test and t test, whereas the number Adjusted R Square of 0.436 indicates 43,6% of the variation in consumers’ buying decisions PT Yamaha Agung Motor Semarang which can be explained by the four independent variables, where the remaining 56,4% is explained by other factors outside of the study.

Key words: Consumer’s Buying Decision, Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty