

ABSTRACT

The development of the automotive world and its marketing in the current era of globalization has grown to be so complex and currently full of innovations that have been carried out by the perpetrators. Competition in the motorcycle market is dominated by four large companies, namely Honda, Yamaha, Suzuki, and Kawasaki which have full control over the motorcycle market in Indonesia. Yamaha Nmax is one of Yamaha's flagship products because it reaches top rated sales among other Yamaha brands. But even though Yamaha Nmax achieved top-rated sales, Yamaha as a motorcycle industry company in Indonesia has not been able to defeat Honda as the market leader in the motorcycle industry in Indonesia today. The problem in this study is "whether brand equity (brand equity) on Yamaha Nmax brand motorcycles can influence consumer purchasing decisions on Yamaha Nmax brand motorcycles in the city of Bandung". The purpose of this study is to analyze the influence of brand equity on consumer purchasing decisions on Yamaha Nmax brand motorcycles in the city of Bandung. This study uses quantitative methods with descriptive research types. The sampling used in this study is non-probability sampling is accidental sampling using the MOE formula, with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and simple linear regression analysis. The results showed that the results of the study showed that the brand equity method variables and purchasing decisions were in the good category. The results of simple linear regression analysis show that simultaneously brand equity variables have a significant effect on purchasing decisions, and the coefficient of determination shows that brand equity variables significantly influence purchasing decisions by 25.7% and 74.3% influenced by other variables outside of this study.

Keyword: Brand Equity, Purchase Decisions and Motorcycle