

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *brand image* terhadap keputusan pembelian sepeda motor Honda Scoopy di Kota Lhokseumawe. Citra merek (*brand image*) merupakan persepsi konsumen terhadap suatu merek yang terbentuk melalui asosiasi kekuatan, keunikan, dan favorit yang memengaruhi keyakinan serta keputusan pembelian. Penelitian ini menggunakan metode kuantitatif dengan populasi masyarakat di Kota Lhokseumawe yang memiliki sepeda motor Honda Scoopy dan sudah bekerja. Sampel penelitian berjumlah 384 responden yang ditentukan menggunakan teknik insidental sampling. Pengumpulan data dilakukan dengan menyebarkan skala *brand image* dan skala keputusan pembelian berdasarkan teori Kotler dan Keller (2016). Hasil penelitian menunjukkan bahwa *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai koefisien regresi sebesar 0,732 dan nilai koefisien determinasi (*R Square*) sebesar 0,489 menunjukkan bahwa *brand image* memberikan kontribusi sebesar 48,9% terhadap keputusan pembelian, sedangkan sisanya 51,1% dipengaruhi faktor lain di luar penelitian ini. Analisis deskriptif menunjukkan mayoritas responden menilai *brand image* dan keputusan pembelian pada kategori sedang. Perbedaan karakteristik responden menunjukkan bahwa perempuan lebih memperhatikan aspek emosional dan nilai produk, sedangkan laki-laki cenderung menekankan manfaat fungsional. Temuan ini menegaskan pentingnya pengelolaan *brand image* yang efektif melalui peningkatan kualitas, inovasi, dan diferensiasi agar mampu memperkuat keyakinan konsumen serta mendorong keputusan pembelian ke tingkat yang lebih tinggi. Hasil penelitian ini diharapkan dapat menjadi referensi bagi perusahaan dalam memperkuat citra merek melalui inovasi desain, kualitas produk, dan komunikasi pemasaran yang efektif untuk meningkatkan keputusan pembelian di pasar lokal.

Kata Kunci : Brand Image, Honda Scoopy, Keputusan Pembelian

ABSTRACT

This study aims to determine the effect of brand image on purchasing decisions for Honda Scoopy motorcycles in Lhokseumawe City. Brand image refers to consumers' perceptions of a brand formed through associations of strength, uniqueness, and favorability, which influence beliefs and purchasing decisions. This research employed a quantitative method with a population consisting of residents of Lhokseumawe City who own a Honda Scoopy motorcycle and are currently employed. The sample consisted of 384 respondents selected using an incidental sampling technique. Data were collected through the distribution of brand image and purchasing decision scales based on the theory of Kotler and Keller (2016). The results show that brand image has a positive and significant effect on purchasing decisions. The regression coefficient value of 0.732 and the coefficient of determination (R Square) of 0.489 indicate that brand image contributes 48.9% to purchasing decisions, while the remaining 51.1% is influenced by other factors not examined in this study. Descriptive analysis revealed that most respondents rated both brand image and purchasing decisions as being in the moderate category. Differences in respondent characteristics showed that female consumers tend to focus more on emotional and product value aspects, while male consumers emphasize functional benefits. These findings highlight the importance of effective brand image management through improvements in quality, innovation, and differentiation to strengthen consumer confidence and encourage higher purchasing decisions. The results of this study are expected to serve as a reference for companies in enhancing brand image through design innovation, product quality, and effective marketing communication to improve purchasing decisions in the local market.

Keywords : Brand Image, Honda Scoopy, Purchasing Decision