

ABSTRACT

Advertising and brand fame Honda motorcycle products in television is a commercial product that affects the motor grassroots community as its target audience. This study aims to determine the effect of exposure to television advertising, brand equity Honda motorcycle products to the consumer purchase decisions in the lower classes. The population in this study is the consumers who bought new and have been using Honda motorcycle products, precisely located in the district of Klaten. Data analysis technique used is the product moment correlation analysis, simple linear regression analysis and analysis of the T-Test (Independent Sample T-Test) with V.150 SPSS For Windows. Based on the results of research conducted, it can be seen that there is a strong relationship between exposure to television advertising, brand equity Honda motorcycle products to the consumer purchase decisions in the lower classes. Based on simple linear regression test results obtained that there is a positive and significant effect between exposure to advertising television, brand equity on consumer decisions at the grassroots. Although based on the calculation of product moment correlation test there were no significant differences between exposure to advertising, brand equity Honda motorcycle products to the buying decision. But in television advertising exposure variables, significant brand equity among consumers purchasing decisions on the bottom. Menentukan analysis results that are relevant SOR theory for use in testing the influence of television advertising and ATR theory relevant for use in testing the effect of brand fame on consumer purchase decisions in the lower classes.