

**ANALISIS PENGARUH ELEMEN EKUITAS MEREK TERHADAP KEPUTUSAN
PEMBELIAN SEPEDA MOTOR HONDA
(Survei Pada Konsumen Motor Honda di Kabupaten Sleman, Yogyakarta)**

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ABSTRACT

The background of this research is competition tight in motorcycle industry which more competitive. The function of this research is to know and analysis effect of the brand equity element to decision purchase of motorcycle, the brand is Honda in Sleman, Yogyakarta. The population in this research is all consument of Honda motorcycle in Sleman, Yogyakarta with sample 100 respondent. The technical to take a sample is purposive sampling. From the result of this research is known that the brand equity element is brand awareness, brand asosiation, quality persepction and brand loyalty in simultaneously and partial take effect significant to decision purchase of motorcycle, and the brand is Honda in Sleman, Yogyakarta.

Key word : brand awareness, brand asosiation, quality persepction, brand loyalty, decision purchase.