PENGARUH *BRAND IMAGE*, *BRAND AMBASSADOR*, *TAGLINE* DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN HONDA BEAT DI SLEMAN

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *brand image, brand ambassador, tagline*, dan kualitas produk terhadap keputusan pembelian konsumen Honda Beat di Sleman. Penelitian ini menggunakan metode kuantitatif. Jenis data yang digunakan merupakan data primer yang diperoleh melalui penyebaran kuesioner kepada 103 responden dan skala pengukuran menggunakan skala likert. Responden penelitian adalah konsumen Honda Beat di Sleman yang pernah melakukan pembelian sepeda motor Honda Beat. Analisis data dilakukan menggunakan analisis regresi linier berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa *brand image, brand ambassador, tagline*, dan kualitas produk secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen Honda Beat. Sedangkan secara parsial *brand ambassador* berpengaruh positif tidak signifikan terhadap keputusan pembelian konsumen Honda Beat.

Kata kunci : *brand image, brand ambassador, tagline,* kualitas produk, keputusan pembelian

The Influence of Brand Image, Brand Ambassador, Tagline, and Product Quality on Consumer Purchase Decisions of Honda Beat Motorcycles in Sleman Regency

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ABSTRACT

This study aims to analyze the influence of brand image, brand ambassador, tagline, and product quality on Honda Beat purchasing decisions among consumers in Sleman. A quantitative research method was employed. Primary data were collected via questionnaires distributed to 103 respondents, utilizing a Likert scale for measurement. The respondents were Honda Beat consumers in Sleman who had previously purchased a Honda Beat motorcycle. Data analysis was conducted using multiple linear regression with the aid of SPSS software. The results indicate that brand image, brand ambassador, tagline, and product quality simultaneously exert a positive and significant influence on Honda Beat purchasing decisions. However, the partial analysis reveals that the brand ambassador has a positive but non-significant influence on Honda Beat purchasing decisions.

Keywords: *brand image, brand ambassador, tagline*, product quality, purchase decision.