

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *brand awareness*, *brand image*, dan manfaat produk terhadap keputusan pembelian sepeda motor Honda di Surabaya. *Brand awareness* ditinjau dari *brand recognition* dan *brand recall*. *Brand image* ditinjau dari *Favorability of brand association* (keuntungan asosiasi merek), *Strength of brand association* (kekuatan asosiasi merek), dan *Uniqueness of brand association* (keunikan asosiasi merek). Manfaat produk ditinjau dari manfaat fungsional (*functional benefit*), manfaat simbolik (*symbolic benefit*), dan manfaat pengalaman (*experiential benefit*). Sedangkan keputusan pembelian ditinjau dari frekuensi pertimbangan, kerumitan pertimbangan, dan alternatif pilihan lain. Menggunakan uji regresi linier berganda, hasil penelitian menunjukkan adanya pengaruh pengaruh *brand awareness*, *brand image*, dan manfaat produk terhadap keputusan pembelian sepeda motor Honda di Surabaya.

Kata kunci: *brand awareness*, *brand image*, manfaat produk, keputusan pembelian

ABSTRACT

This research aim to test influence of brand awareness, brand image, and product benefit to decision of purchasing of motorbike of Honda in Surabaya. Brand Awareness evaluated from brand recognition and brand recall. Brand Image evaluated from Favorability of brand association, Strength of brand association, and Uniqueness of brand association. Product benefit evaluated from functional benefit, symbolic benefit, and experience benefit. While decision of purchasing evaluated from consideration frequency, complication of consideration, and other choice alternative. Using test of regresi doubled linear, research result show the existence of influence of brand awareness, brand image, and product benefit to decision of purchasing of motorbike of Honda in Surabaya.

Keyword: Brand awareness, brand image, product benefit, decision of purchasing.