

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh motivasi, kelompok acuan, *brand trust*, *perceived quality*, *product involvement* terhadap keputusan pembelian sepeda motor Honda Vario 150 ESP di Bumiayu. Penelitian ini merupakan penelitian survey. Sampel dalam penelitian ini sebanyak 96 orang responden yang merupakan pengguna sepeda motor Honda Vario 150 ESP di Bumiayu. Teknik pengambilan sampel dilakukan dengan metode *non probability sampling* dengan teknik *purposive sampling* pada bulan Juni-Agustus 2020. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner. Teknik analisis data menggunakan analisis regresi linier berganda menggunakan program *IBM SPSS Statistic 25*. Hipotesis yang diajukan adalah terdapat pengaruh motivasi, kelompok acuan, *brand trust*, *perceived quality*, *product involvement* terhadap keputusan pembelian sepeda motor Honda Vario 150 ESP di Bumiayu. Skala pengukuran menggunakan skala *likert 7*. Sumber data dalam penelitian ini adalah data primer. Metode analisis data yang digunakan adalah analisis deskriptif dan analisis regresi linier berganda dengan uji F dan uji t untuk mengetahui pengaruh secara bersama-sama dan pengaruh secara parsial antara variabel yang diteliti. Hasil penelitian menunjukkan bahwa motivasi berpengaruh positif terhadap keputusan pembelian sepeda motor Honda Vario 150 ESP di Bumiayu, kelompok acuan berpengaruh positif terhadap keputusan pembelian sepeda motor Honda Vario 150 ESP di Bumiayu, *brand trust* berpengaruh positif terhadap keputusan pembelian sepeda motor Honda Vario 150 ESP di Bumiayu, *perceived quality* berpengaruh positif terhadap keputusan pembelian sepeda motor Honda Vario 150 ESP di Bumiayu, *product involvement* berpengaruh positif terhadap keputusan pembelian sepeda motor Honda Vario 150 ESP di Bumiayu. Kesimpulan yang dapat ditarik dari penelitian ini adalah bahwa variabel motivasi, kelompok acuan, *brand trust*, *perceived quality*, *product involvement* baik secara bersama-sama maupun parsial mempunyai pengaruh signifikan terhadap keputusan pembelian. Sehingga pihak perusahaan dapat mempertahankan serta meningkatkan pelayanan terhadap pengaruh motivasi, kelompok acuan, *brand trust*, *perceived quality*, *product involvement* karena variabel tersebut merupakan hal yang sangat penting dalam mempengaruhi keputusan pembelian.

Kata Kunci : Motivasi, Kelompok Acuan, *Brand Trust*, *Perceived Quality*, *Product Involvement*, Keputusan Pembelian

ABSTRACT

This research aimed to ascertain the effect of motivation, reference group, brand trust, perceived quality and product involvement to buying decision in honda motorcycle Vario 150 ESP in Bumiayu. This research is a survey research. The sample in this study was 96 respondents honda motorcycle users Vario Esp in Bumiayu. The sampling technique was carried out by methods non probability sampling with technique purposive sampling method in July-August 2020. Data collection techniques in this study used questionnaires. Data analysis technique uses multiple linear regression analysis by using IBM SPSS Statistics 25. The hypothesis was there was an effect of motivation, reference group, brand trust, perceived quality and product involvement to buying decision in honda motorcycle Vario 150 ESP in Bumiayu. The measurement scale uses a Likert 7 scale. The source of the data in this study was primary data. Data analysis method used is descriptive analysis an a multiple linier regression by doing F test and t test to purposed to examine and explain overall influence or partial influence between the variables. The results of this study show that motivation have a positive effect on buying decision in honda motorcycle Vario 150 ESP in Bumiayu, reference group have a positive effect on buying decision in honda motorcycle Vario 150 ESP in Bumiayu, brand trust have a positive effect on buying decision in honda motorcycle Vario 150 ESP in Bumiayu, perceived quality have a positive effect on buying decision in honda motorcycle Vario 150 ESP in Bumiayu, product involvement have a positive effect on buying decision in honda motorcycle Vario 150 ESP in Bumiayu. The conclusion that be draw from this study is that the variables in motivation, reference group, brand trust, perceived quality and product involvement together or partially have an influence on buying decision, advice that can be given in this case is that the company can maintain and improve service to in motivation, reference group, brand trust, perceived quality and product involvement fairness because these variables are very important in influencing buying decision.

Keywords: *Motivation, Reference Group, Brand Trust, Perceived Quality, Product Involvement, Buying Decision*