

ABSTRACT

The development of today's vehicles is greatly influenced by brand image and public perception. More and more people are choosing vehicles with the best quality to support the needs of the community. This is what makes brand image and product perception towards the public very necessary to meet the targets of each vehicle company. In the Yamaha company there is still a lack of public trust in Yamaha products, because of the lack of quality that Yamaha provides in its products compared to its competitors. So that is what makes this problem often encountered among the community. The aim of this research is to find out how brand image and product perception influence the decision to purchase Yamaha automatic motorbikes in Indonesia. The research method used is a quantitative method and a data collection method by distributing questionnaires. The sample in this research was 400 people or consumers who bought and used Yamaha brand automatic motorbikes. The analysis technique uses multiple linear regression analysis. Based on the research that has been conducted, it can be stated that respondents' responses to brand image, product perceptions and purchasing decisions are in the good category. Meanwhile, the results of hypothesis testing show that brand image and product perception influence the decision to purchase Yamaha automatic motorbikes in Indonesia, both partially and simultaneously. The magnitude of the contribution of brand image and product perception to the decision to purchase a Yamaha automatic motorbike is 66.8%, while the remaining 33.2% is the contribution of influence to purchase satisfaction from other variables outside this research.

Keywords: Brand Image, Product Perception, Purchase Decision, Yamaha.