

ABSTRAK

Persaingan bisnis di industri otomotif yaitu sepeda motor khususnya honda yang ketat membuat perusahaan tidak hanya fokus menjual mempromosikan produk tetapi juga penting untuk menjaga dan mengelola kesadaran merek, spesifikasi dan harga sebuah sepeda motor. Apalagi di 2024 sepeda motor honda mempunyai masalah pada rangka sepeda motor mereka yang sering patah. Tujuan penelitian ini adalah untuk menganalisis dan mengetahui pengaruh brand awareness, persepsi harga dan spesifikasi produk serta dampaknya ke keputusan pembelian sepeda motor. Metode penelitian ini termasuk dalam jenis penelitian kuantitatif dengan pendekatan kausalitas, serta menyebarkan angket sebanyak 120 responden yang bertujuan untuk mengukur dan menganalisis pengaruh variabel-variabel independen, yaitu *brand awareness*, persepsi harga, dan spesifikasi produk, terhadap variabel dependen, yaitu keputusan pembelian sepeda motor. Hasil penelitian ini dapat disimpulkan bahwasannya brand awareness berpengaruh positif dan signifikan pada keputusan pembelian di astra honda motor aek kanopan. Dimana hasil penelitian sejalan terhadap penelitian sebelumnya yang dilakukan oleh husnawati (2017) tentang “ pengaruh *brand awareness* dan persepsi kualitas terhadap buying decision sepeda motor honda”. Hasil penelitian menunjukkan *brand awareness* dan persepsi kualitas secara simultan berpengaruh signifikan terhadap keputusan pembelian. Brand awareness yang baik suatu keunggulan kompetitif bagi sebuah bisnis. Brand awareness juga adalah kunci keberhasilan. Bersama-sama membuktikan bahwa brand awareness, persepsi harga, dan spesifikasi produk berpengaruh positif dan signifikan terhadap keputusan pembelian di astra honda motor aek kanopan.

Kata Kunci : *Brand Awareness*, Spesifikasi Produk, Persepsi Harga.

ABSTRACT

Business competition in the automotive industry, especially motorcycles, is tight, making companies not only focus on selling and promoting products but also important to maintain and manage brand awareness, specifications and prices of a motorcycle. Moreover, in 2024 Honda motorcycles have problems with their motorcycle frames that often break. The purpose of this study is to handle and determine the influence of brand awareness, price perception and product specifications and their impact on motorcycle purchasing decisions. This research method is included in the type of quantitative research with a causality approach, and distributing questionnaires to 120 respondents aimed to measure and analyze the influence of independent variables, namely brand awareness, price perception, and product specifications, on the dependent variable, namely motorcycle purchasing decisions. The results of this study can be concluded that brand awareness has a positive and significant effect on purchasing decisions at Astra Honda Motor Aek Kanopan. Where the results of the study are in line with previous research conducted by Husnawati (2017) on "the influence of brand awareness and quality perception on buying decisions for Honda motorcycles". The results show that brand awareness and quality perception simultaneously have a significant effect on purchasing decisions. Strong brand awareness is a competitive advantage for a business. It's also key to success. Research has shown that brand awareness, price perception, and product specifications have a positive and significant influence on purchasing decisions at Astra Honda Motor Aek Kanopan.

Keywords: Brand Awareness, Product Specifications, Price Perception.