

**PENGARUH LITERASI DIGITAL, INTEGRASI TEKNOLOGI,  
TECHNOLOGICAL ACCEPTANCE DAN *BRAND IMAGE*  
TERHADAP PENINGKATAN PENJUALAN PADA  
DEALER YAMAHA DI INDONESIA**

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**ABSTRAK**

Yamaha merupakan *brand* sepeda motor yang termasuk dalam salah satu pemimpin pasar di Indonesia. Selama pandemi berlangsung, penjualan sepeda motor mengalami penurunan. Penelitian ini bertujuan untuk mengetahui Pengaruh Literasi Digital, Integrasi Teknologi, *Technological Acceptance Model*, dan *Brand Image* terhadap Keputusan Pembelian pada *dealer* Yamaha di Indonesia. Penelitian melakukan penyebaran kuesioner dengan *google form* terhadap 250 responden di seluruh Indonesia dengan teknik pengambilan sampel yang digunakan adalah *probability sampling*, dengan cara *random sampling*. Teknik analisis data penelitian menggunakan *Partial Least Square-Structural Equation Modelling*. Hasil penelitian menunjukkan bahwa Literasi Digital, Integrasi Teknologi, *Technological Acceptance Model*, dan *Brand Image* berpengaruh terhadap keputusan pembelian. Studi ini memberi implikasi manajemen dan rekomendasi untuk penelitian lebih lanjut.

**Kata Kunci** : *Brand Image*, Integrasi teknologi, Literasi digital, Penjualan, *Technological Acceptance Model*

# **THE EFFECT OF DIGITAL LITERACY, TECHNOLOGY INTEGRATION, TECHNOLOGICAL ACCEPTANCE AND BRAND IMAGE ON INCREASING SALES TO YAMAHA DEALERS IN INDONESIA**

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## **ABSTRACT**

*Yamaha is a motorcycle brand that is one of the market leaders in Indonesia. During the pandemic, motorcycle sales have decreased. This study aims to determine the Effect of Digital Literacy, Technology Integration, Technological Acceptance Model, and Brand Image on Purchase Decisions at Yamaha Dealers in Indonesia. The study distributed questionnaires using Google Forms to 250 respondents throughout Indonesia. The sampling technique used is probability sampling, by means of random sampling. The research data analysis technique uses Partial Least Square-Structural Equation Modeling. The results show that Digital Literacy, Technology Integration, Technological Acceptance Model, and Brand Image have an effect on purchasing decisions. This study provides management implications and recommendations for further research.*

**Key Word** : *Brand Image, Digital literacy, Sales, Technological acceptance, Technology integration*

