

ABSTRAK

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PENGARUH *SOCIAL INFLUENCE*, *BRAND IMAGE* DAN *PRODUCT QUALITY* TERHADAP *PURCHASE INTENTION* PADA PRODUK HARLEY DAVIDSON

(xiv + 82 halaman; 26 tabel; 16 gambar; 3 lampiran)

Indonesia merupakan salah satu negara dengan pasar pengguna motor yang terbesar di Dunia. Hal ini kemudian menciptakan persaingan yang kompetitif di industri kendaraan bermotor, salah satunya adalah pada segment motor besar atau biasa disebut motor *cruiser*. Penelitian ini bertujuan untuk menguji pengaruh antara variabel *social influence*, *brand image*, *product quality* dan *trust* dengan *purchase intention* pada generasi millennial untuk produk motor dari merek Harley Davidson. Penelitian ini dilakukan pada 227 responden lahir pada rentang tahun 1981 – 1996. Metode yang digunakan adalah kuantitatif dengan teknik analisis Partial least Square – Sequential Equation Model (PLS-SEM). Hasil penelitian menunjukkan bahwa seluruh hipotesis diterima dan bersifat positif. Artinya *social influence*, *brand image* dan *product quality* berpengaruh positif terhadap *purchase intention*, begitu juga dengan *trust* yang berpengaruh positif terhadap *social influence*. Berdasarkan hasil pada penelitian ini, diharapkan pihak manajerial dapat mengadaptasi fitur canggih yang sedang tren pada motor Harley Davidson agar dapat meraih pangsa pasar millennial, dan juga dapat memperluas cakupan komunitas karena agar *social influence* dapat memberikan pengaruh untuk memiliki motor dari brand Harley Davidson.

Referensi : 65 (2011-2024)

Kata Kunci: Motor Cruiser, *Purchase intention*, *Social influence*, *Brand image*, *Trust*, *Product quality*

ABSTRACT

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THE EFFECT OF SOCIAL INFLUENCE, BRAND IMAGE AND PRODUCT QUALITY ON PURCHASE INTENTION ON HARLEY DAVIDSON PRODUCTS

(xiv + 82 pages; 26 tables; 16 figures; 3 appendices)

Indonesia is one of the countries with the largest motorcycle user market in the world. This then creates competitive competition in the motor vehicle industry, one of which is in the large motorcycle segment or commonly called cruiser motorcycles. This study aims to test the influence of social influence, brand image, product quality and trust variables on purchase intention in the millennial generation for motorcycle products from the Harley Davidson brand. This study was conducted on 227 respondents born in the period 1981 - 1996. The method used is quantitative with Partial least Square – Sequential Equation Model (PLS-SEM) analysis techniques. The results of the study show that all hypotheses are accepted and positive. This means that social influence, brand image and product quality have a positive effect on purchase intention, as well as trust which has a positive effect on social influence. Based on the results of this study, it is hoped that the managerial party can adapt the sophisticated features that are trending on Harley Davidson motorcycles in order to reach the millennial market share, and can also expand the scope of the community because social influence can have an influence on having a motorcycle from the Harley Davidson brand.

References : 65 (2011-2024)

Keywords: Cruiser Motorcycle, Purchase intention, Social influence, Brand image, Trust, Product quality