

**ANALISIS CITRA MEREK dan KEPERCAYAAN MEREK
TERHADAP KEPUTUSAN PEMBELIAN
(Survey pada Anggota Grup Motor Honda PCX di Kota
Bandung)**

TESIS

**Diajukan Untuk Memenuhi Sebagian Syarat
Memperoleh Gelar Magister Manajemen
Konsentrasi Manajemen Pemasaran**



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**PROGRAM STUDI MANAJEMEN
SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
2020**

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Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Magister Manajemen (MM) pada program Studi Manajemen

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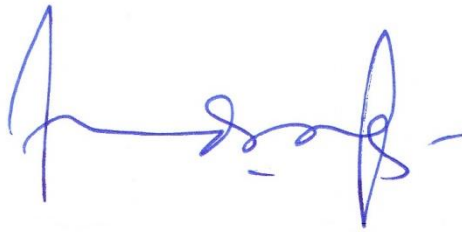
LEMBAR PENGESAHAN

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ANALISIS CITRA MEREK dan KEPERCAYAAN MEREK TERHADAP
KEPUTUSAN PEMBELIAN

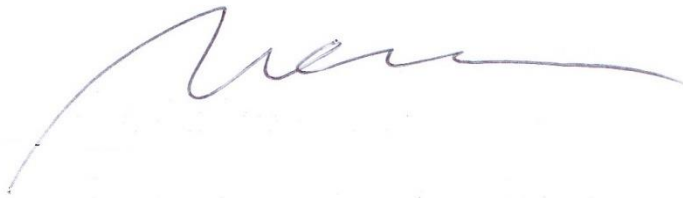
(Survey pada Anggota Grup Motor Honda PCX di Kota Bandung)

Pembimbing I



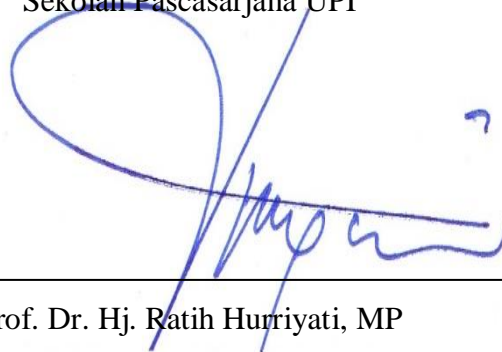
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ABSTRAK

Prama Bismahari Ramadhan (1604630), Analisis Citra Merek dan Kepercayaan Merek terhadap Keputusan Pembelian” (Survey pada Anggota Grup Motor Honda PCX di Kota Bandung), di bawah bimbingan: Dr. Heny Hendrayati, S.Ip.,MM, dan Dr. Chairul Furqon, S.Sos, MM.

Tujuan penelitian ini adalah untuk mengetahui gambaran citra merek, kepercayaan, dan keputusan pembelian, pengaruh citra merek dan kepercayaan merek terhadap keputusan pembelian Anggota Grup Motor Honda PCX di Bandung. Metode yang digunakan adalah survey deskriptif verifikatif, dengan populasi 128 dan sampel 96 dengan teknik sampling sederhana. Analisis deskriptif menggunakan rata-rata range kategori, verifikatif menggunakan PLS. Hasil bahwa citra merek dan kepercayaan merek termasuk pada kategori cukup tinggi, sedangkan keputusan pembelian termasuk pada kategori cukup. Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, kepercayaan merek berpengaruh positif dan signifikan terhadap keputusan pembelian. **Kata Kunci: Citra Merek, Kepercayaan Merek, Keputusan Pembelian**

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