

THE EFFECT OF ADVERTISING, BRAND IMAGE AND LIFESTYLE ON PURCHASING DECISIONS FOR HONDA SCOOPY MOTORCYCLES

(Case Study of Honda Scoopy Motor Bikers in Bengkalis)

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ABSTRACT

The development of the times and the increasingly modern Lifestyle of society and along with the increasing mobility of people who need convenience in all their activities have a major impact on the fulfillment of transportation needs. In this study, The Author analyzed the effect of Advertising, Brand Image and Lifestyle on Purchasing Decisions for Honda Scoopy Motorcycles in Bengkalis. This study uses a quantitative method using a *non- probability* sampling method with *purposive sampling*. The sample in this study was 100 respondent's, data processing used the IBM SPSS version 27 application with multiple linear regression analysis testing which included validity tests, reliability tests, T-tests, F tests, and the coefficient of determination (R^2). The results of this study indicate that: 1) Advertising has a positive and significant effect on Purchase Decision for Honda Scoopy Motorcycles in Bengkalis, 2) Brand Image has a positive and significant effect on Purchase Decision for Honda Scoopy Motorcycles in Bengkalis, 3) Lifestyle has a positive and significant effect on Purchase Decision for Honda Scoopy Motorcycles in Bengkalis, 3) the coefficient of determination (R^2) is 0.565. This means that Advertising, Brand Image and Lifestyle affect Purchase Decision for Honda Scoopy Motorcycles in Bengkalis by 56.5% while the remaining 43.5% is influenced by other variables not examined in this study.

Keywords: *Advertising, Brand Image, Lifestyle, Purchase Decision*