

THE INFLUENCE OF PRODUCT ATTRIBUTES, PROMOTIONS, AND BRAND AWARENESS ON PURCHASING DECISIONS FOR YAMAHA N-MAX MOTORCYCLES ON THE ISLAND OF BENGKALIS

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ABSTRACT

This study aims to determine the influence and how much Influence Product Attributes, Promotions and Brand Awareness on Purchasing Decisions for Yamaha N-max motorcycle on the Island of Bengkalis. The variables used consist of 3 independent variables and 1 dependent variable. This study uses qualitative and quantitative methods, data collection techniques are carried out by distributing online and offline questionnaires with a sample of 100 respondents using Yamaha N-max motorcycles on the island of Bengkalis. The sampling technique used non-probability sampling method, data analysis used associative descriptive statistics with multiple linear regression, while data processing used SPSS version 25 program. The results showed that partially and simultaneously variables product attributes, promotions and brand awareness had a positive and significant effect on purchasing decisions for Yamaha N-max motorcycles on the island of Bengkalis.

Keywords: Product Attributes, Promotions, Brand Awareness, Purchase Decisions.