

Abstract: The aim of this study is to analyze the effect of Price, Product Quality and Brand Community on Purchase Decision of Piaggio Vespa Matic Modern in Jakarta. The research type of this study is quantitative research and we use survey method as data collection techniques with 230 respondents collected. To analyze the data, we use SPSS ver. 21. The result of this research find that: 1) Price have positive effect and statistically significant on purchase decision (at 5% level); 2) Product quality have positive effect and statistically significant on purchase decision (at 5% level); 3) Brand community have positive effect and statistically significant on purchase decision (at 5% level). So, managers and business owners, especially in automotive industry must consider the important of price, product quality and begin to maintain their brand community to win the competition. Coefficient determination (R^2) in this study is 0,324 which shows the ability of independent variables in explaining the dependent variable while about 0,676 is influenced by other factors that not examined in this research.

Keywords: brand community, decision to purchase, price, product quality, Vespa

Abstrak: Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh antara variabel Harga, Kualitas Produk dan Brand Community terhadap Keputusan Pembelian pada produk Piaggio Vespa Matic Modern Di Jakarta. Penelitian ini menggunakan jenis penelitian kuantitatif yang menggunakan metode survey dengan data responden sebanyak 230 responden. Adapun pengolahan data menggunakan SPSS ver. 21. Hasil uji hipotesis (uji t) menunjukkan bahwa: 1) Variabel harga berpengaruh signifikan terhadap keputusan pembelian dengan nilai t hitung $2,076 > t$ tabel $1,96992$ dan sig $0,007 < 0,05$. 2) Variabel kualitas berpengaruh signifikan terhadap keputusan pembelian dengan nilai t hitung $2,857 > t$ tabel $1,96992$ dan sig $0,005 < 0,05$. 3) Variabel brand community t hitung $2,594 > t$ tabel $1,96992$ dan sig $0,010 < 0,05$. Hasil uji koefisien determinasi R^2 sebesar 0,324 sedangkan sisanya 0,676 dipengaruhi oleh factor lain yang tidak diteliti.

Kata Kunci: brand community, harga, keputusan pembelian, kualitas produk, Vespa