ANALYSIS BRAND IMAGE FRAMER OF HONDA MOTORCYCLE
IN BANDAR LAMPUNG

Abstract

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Indonesia's motorcycle market is characterized by intense competition between brands. Honda dominated sales for motorcycles during the period 2008 to 2011. The brand Yamaha became the second largest brand able to sell a motorcycle, and followed by the Suzuki brand. This is compared with a market share of each brand looks Yamaha is the brand most of the increase in market share.

This study has the aim to determine whether the perceived quality, brand loyalty and brand awareness affects the brand image of Honda motorcycles in Dublin. The hypothesis is perceived quality, brand loyalty and brand awareness effect on the formation of brand image Honda in Dublin.

To achieve the objectives of the research conducted analysis of data collected from 100 owners of Honda motorcycles in Dublin. The analytical tool used is multiple linear regression.

The results reveal that consumers view perceived quality, brand awareness, brand loyalty and brand image Honda has been good with average scores equal 4. The hypothesis can be accepted, because it is based on the F test significant rate of 0.007. This figure is smaller than the comparable figures are 0.05. The magnitude of the coefficient of determination ($R^2$) independent variables on the dependent variable of 58.5% and put the brand loyalty variable as a factor that has the greatest influence in shaping the image of a brand.

Some of the suggestions related to brand loyalty: brand motorcycles need to improve the perceived quality through advertising, ads that aired mediated ad should focus on Corporate Social Responsibility (CSR). Another thing that can intensify both ad impressions mediated print and electronic media.

Keywords: perceived quality, brand loyalty, brand awareness and brand image