

ABSTRAK

Martha Ersya Evelin Br Nainggolan. Analisis *Brand Awareness*, *Brand Positioning*, dan *Perceived Quality* Terhadap Keputusan Pembelian Sepeda Motor Listrik Greentech di Medan. Dibimbing oleh Enty Evasari Simanjuntak, SE, M.SM dan Bilson Pandiangan, S.Si., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *brand awareness*, *brand positioning*, dan *perceived quality* terhadap keputusan pembelian sepeda motor listrik merek Green Tech di Kota Medan. Industri kendaraan listrik mengalami pertumbuhan signifikan seiring dengan inisiatif pemerintah dan dukungan masyarakat terhadap kendaraan ramah lingkungan. Green Tech, sebagai merek lokal, menghadapi tantangan dalam mencapai target penjualan meskipun telah dikenal di pasar. Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif kausal untuk mengetahui alasan konsumen memilih Green Tech dan teknik survei terhadap 98 responden yang telah menggunakan produk Green Tech. Hasil penelitian menunjukkan bahwa *brand awareness* dan *perceived quality* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan *brand positioning* tidak berpengaruh terhadap keputusan pembelian. Namun, ketika diuji secara simultan, *brand awareness*, *brand positioning*, dan *perceived quality* secara bersama-sama mempengaruhi keputusan pembelian. Meskipun *brand awareness* dan *perceived quality* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian, diperlukan strategi untuk memperkuat pengenalan merek Green Tech dan memastikan kualitas produknya semakin unggul dan sesuai ekspektasi konsumen. Selain itu, perlu mengevaluasi strategi *brand positioning* agar lebih relevan dengan kebutuhan pasar sepeda motor listrik, khususnya di kota Medan.

Kata Kunci: *brand awareness*, *brand positioning*, *perceived quality*, keputusan pembelian, Green Tech

ABSTRACT

Martha Ersa Evelin Br Nainggolan. *Analysis of Brand Awareness, Brand Positioning, and Perceived Quality on the Purchase Decision of Green Tech Electric Motorcycles in Medan. Supervised by Enty Evasari Simanjuntak, SE, M.SM and Bilson Pandiangan, S.Si., M.M.*

This study aims to analyze the effect of brand awareness, brand positioning, and perceived quality on purchasing decisions for Green Tech brand electric motorbikes in Medan City. The electric vehicle industry is experiencing significant growth along with government initiatives and public support for environmentally friendly vehicles. Green Tech, as a local brand, faces challenges in achieving sales targets despite being recognized in the market. This study uses a quantitative method with a causal associative approach to determine the reasons consumers choose Green Tech and a survey technique of 98 respondents who have used Green Tech products. The results showed that brand awareness and perceived quality have a positive and significant influence on purchasing decisions, while brand positioning has no effect on purchasing decisions. However, when tested simultaneously, brand awareness, brand positioning, and perceived quality jointly influence purchasing decisions. Although brand awareness and perceived quality have a positive and significant influence on purchasing decisions, strategies are needed to strengthen Green Tech's brand recognition and ensure that the quality of its products is superior and in line with consumer expectations. In addition, it is necessary to evaluate the brand positioning strategy to make it more relevant to the needs of the electric motorcycle market, especially in Medan city.

Keywords: brand awareness, brand positioning, perceived quality, purchase decisions, Green Tech