

ABSTRAK

MUHAMMAD RAIHAN. Pengaruh Brand Awareness, Brand Image Dan Komunikasi Pemasaran Terhadap Keputusan Pembelian Motor Listrik Gesits Di Jakarta. Dibimbing oleh Ade Caswito , S.E, MM

Penelitian ini bertujuan untuk menganalisis pengaruh *brand awareness*, *brand image*, dan komunikasi pemasaran terhadap keputusan pembelian motor listrik merek GESITS di Jakarta, seiring dengan meningkatnya perhatian terhadap kendaraan ramah lingkungan dan transisi energi bersih di Indonesia. Meskipun GESITS merupakan pionir motor listrik nasional, tingkat penerimaan konsumen masih menghadapi berbagai tantangan, seperti persepsi kualitas, efektivitas komunikasi pemasaran, dan keterbatasan infrastruktur pendukung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 102 responden masyarakat Jakarta yang telah mengenal atau memperoleh informasi mengenai GESITS. Data dikumpulkan melalui kuesioner berskala Likert dan dianalisis menggunakan analisis regresi linier berganda setelah melalui uji validitas, reliabilitas, serta uji asumsi klasik. Hasil penelitian menunjukkan bahwa *brand awareness*, *brand image*, dan komunikasi pemasaran secara parsial maupun simultan berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan nilai koefisien determinasi sebesar 75,3%, yang berarti sebagian besar variasi keputusan pembelian dapat dijelaskan oleh ketiga variabel tersebut. Kesimpulan penelitian ini menegaskan bahwa penguatan kesadaran merek, penciptaan citra merek yang positif, serta strategi komunikasi pemasaran yang efektif memiliki peran penting dalam mendorong keputusan pembelian motor listrik GESITS. Penelitian ini diharapkan dapat memberikan kontribusi teoretis bagi pengembangan kajian perilaku konsumen dan ekuitas merek, serta implikasi praktis bagi PT GESITS Technologies Indo dan pemerintah dalam merancang strategi pemasaran dan kebijakan yang mendukung percepatan adopsi kendaraan listrik di Indonesia..

Kata kunci: *Brand Awareness*, *Brand Image*, Komunikasi Pemasaran, Keputusan Pembelian, Motor Listrik GESITS.

ABSTRACT

MUHAMMAD RAIHAN. The Influence Of Brand Awareness, Brand Image And Marketing Communication On The Decision To Purchase Gesits Brand Electric Motorcycles In Jakarta. Supervised by Ade Caswito, SE, MM.

This study aims to analyze the influence of brand awareness, brand image, and marketing communication on purchasing decisions of GESITS electric motorcycles in Jakarta, in line with the increasing public attention toward environmentally friendly vehicles and Indonesia's clean energy transition. Although GESITS is recognized as the pioneer of domestically produced electric motorcycles, consumer acceptance remains constrained by several challenges, including perceived product quality, the effectiveness of marketing communication, and limited supporting infrastructure. This research employs a quantitative approach using a survey method involving 102 respondents in Jakarta who are familiar with or have received information about GESITS. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression after passing validity, reliability, and classical assumption tests. The results indicate that brand awareness, brand image, and marketing communication have a positive and significant effect on purchase decisions, both partially and simultaneously, with a coefficient of determination of 75.3%, indicating that the majority of variations in purchasing decisions can be explained by these variables. The study concludes that strengthening brand awareness, building a positive brand image, and implementing effective marketing communication strategies play a crucial role in encouraging consumers' purchasing decisions toward GESITS electric motorcycles. This research is expected to contribute theoretically to the development of consumer behavior and brand equity studies, as well as provide practical implications for PT GESITS Technologies Indo and the government in formulating marketing strategies and policies to accelerate electric vehicle adoption in Indonesia.

Keywords: Brand Awareness, Brand Image, Marketing Communication, Purchase Decision, GESITS Electric Motorcycle.