

## ABSTRAK

Penelitian dengan judul pengaruh brand experience terhadap keputusan pembelian motor honda beat pada dealer karunia sejahtera motor cabang jember bertujuan untuk mengetahui pengaruh brand experience yaitu sensory, affective, behavioral, dan intellectual terhadap keputusan pembelian konsumen. Data yang digunakan dalam penelitian ini berupa data primer yang diperoleh melalui penyebaran kuesioner kepada responden yaitu sebanyak 75 orang. Analisis data menggunakan analisis regresi linear berganda. Berdasarkan hasil pengujian hipotesis dapat dinyatakan bahwa brand experience yaitu sensory berpengaruh signifikan terhadap keputusan pembelian, affective berpengaruh signifikan terhadap keputusan pembelian, behavioral berpengaruh signifikan terhadap keputusan pembelian, dan intellectual berpengaruh signifikan terhadap keputusan pembelian

**Kata kunci:** sensory, affective, behavioral, intellectual dan keputusan pembelian

## ABSTRACT

*The study titled brand experience influence on purchasing decisions beat honda motorcycle dealer Motorcycle gifts prosperous muddy branch aims to determine the effect of brand experience is sensory, affective, behavioral, and intellectual influence consumer purchase decisions. The data used in this study are primary data obtained through distributing questionnaires to the respondents as many as 75 people. Analysis of data using multiple linear regression analysis. Based on the results of testing the hypothesis can be stated that the sensory brand experience that significantly influence purchasing decisions, affective significantly influence purchasing decisions, behavioral keputusan significant effect on purchasing, and intellectual significantly influence purchase decisions*

*Keywords: sensory, affective, behavioral, intellectual and purchasing decisions*