

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kondisi fisik, kelengkapan dokumen, dan merek terhadap harga jual mobil bekas di wilayah Jember, Jawa Timur. Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kausal. Sampel penelitian sebanyak 100 unit mobil bekas dipilih menggunakan teknik purposive sampling dari showroom, dealer, dan platform jual beli daring. Data dianalisis menggunakan analisis regresi linear berganda yang didahului dengan uji statistik deskriptif dan uji asumsi klasik. Hasil penelitian menunjukkan bahwa kondisi fisik dan kelengkapan dokumen berpengaruh positif dan signifikan terhadap harga jual mobil bekas. Variabel merek juga berpengaruh signifikan, meskipun tidak seluruh kategori merek menunjukkan perbedaan yang signifikan. Secara simultan, kondisi fisik, kelengkapan dokumen, dan merek berpengaruh signifikan terhadap harga jual mobil bekas dengan nilai Adjusted R^2 sebesar 0,684, yang berarti 68,4% variasi harga jual dapat dijelaskan oleh ketiga variabel tersebut. Temuan ini menunjukkan bahwa penentuan harga jual mobil bekas tidak hanya dipengaruhi oleh kondisi kendaraan, tetapi juga legalitas dokumen dan reputasi merek sebagai indikator nilai pasar.

Kata kunci: kondisi fisik, kelengkapan dokumen, merek, harga jual mobil bekas.

ABSTRACT

This study aims to examine the effects of vehicle condition, document completeness, and brand on the selling price of used cars in Jember Regency, East Java. A quantitative approach with a causal associative research design was employed. The study analyzed 100 used-car samples selected through purposive sampling from dealerships, showrooms, and online marketplaces. The data were analyzed using multiple linear regression after passing descriptive statistical analysis and classical assumption tests. The findings reveal that vehicle condition and document completeness have a positive and significant effect on the selling price of used cars. Brand also has a significant influence on selling price, although not all brand categories exhibit statistically significant differences. Simultaneously, vehicle condition, document completeness, and brand significantly affect the selling price of used cars, with an Adjusted R^2 value of 0.684, indicating that 68.4% of the variation in selling price is explained by these variables. These findings suggest that used-car pricing is determined not only by the physical condition of the vehicle but also by the completeness of legal documentation and the brand's market reputation, which serve as important indicators of market value.

Keywords: vehicle condition, document completeness, brand, used car selling price