ABSTRACT

"The Psychology Factor Consumer The Effect on Purchase Decision of Motorcycle Kawasaki Athlete". (Survey on Consumer Kawasaki at Main Dealer Citrakarya Pranata Soekarno-Hatta Bandung-West Java).
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Community needs at motorcycle very large, it's look still high demand motorcycle every year. Every community has a consideration in choosing a motorcycle, because every community has different motivation and perception before making a purchase decision. Therefore, very automotive company has to know what kind of motorcycle they need.

The purpose of this study are, (1) To known psychology consumer factor of motorcycle Kawasaki Athlete, (2) To known purchase decision of motorcycle Kawasaki Athlete, (3) To known how big the psychology factor consumer the effect on purchase decision of motorcycle Kawasaki Athlete.

The method used in this research is descriptive and verification methods of research with a sample of 79 people who are users Motorcycles Kawasaki Athlete, as well as using simple linear regression analysis to determine the mathematical model, product moment correlation analysis (Pearson) to calculate the level of closeness of relationship, the analysis determination to find out its influence. author using the software SPSS for windows version 13.0. to facilitate the process of data processing.

The result that psychology factor have a strong relationship and positive impact on purchasing decisions by a correlation of 0.744. While the level of influence on purchase decisions amounted to 55.3%, which was measured by using the formula coefficient of determination. The calculation result obtained by testing the hypothesis that t is greater than the t table (9.766> 1.99), then Ho is rejected and thus a significant difference between the psychology factor consumer the effect on purchase decision with the direction of a positive relationship. It can be concluded that the higher the psychology consumer purchasing decisions will be higher as well.

Keyword: ***Purchase Decision, Psychology Factor***