ABSTRACT

The research was conducted on consumers PT.Plaza Minerva Indonesia Bandung. The phenomenon that occurs is increasingly grow up automotive manufactures two-wheel motor vehicles engaged in the sale of the business one of them shaped Daeler motor, lots of strategies to attract consumers make purchasing decisions, such as the Advertising undertaken, as well as complement the product attributes that will attract more attention to consumers. But Minerva Indonesia PT.Plaza less attention to it. The purpose of this study was to determine how much influence the Implementation of Advertising and Product Attributes in Consumer Purchasing Decisions PT.Plaza Minerva Indonesia Bandung.

The method used in this study is qualitative and quantitative methods. The unit of analysis in this study is consumers who make purchases at PT.Plaza Minerva Indonesi Bandung totaling 2153 with a sample of 100 respondents. The test statistic used is the calculation of Pearson correlation, regression analysis, correlation, coefficient of determination, hypothesis testing, and also use the help of an application program SPSS 17.0 for windows.

The results showed that the Buying Decision in Daeler PT.Plaza Minerva Indonesia Bandung overall included in the criteria of good, but the indicator criteria Advertising menunujukkan good enough because of lack of attention to the implementation of the advertising done on PT.Plaza Minerva Indonesia Bandung. Product Attributes As for variables included in either category. But for the indicator price is included in the category of good enough, this is because the benefits provided such facilities provided by Daeler in parts facilitated inadequate so that consumers are less satisfied with the PT.Plaza Minerva Indonesia Bandung. Effect of Implementation of Advertising and Product Attributes positive and significant impact on consumer purchases terhadapKeputusan PT.Plaza Minerva Indonesia Bandung. Then the impact of simultaneous rather than partially. This means the Implementation of Advertising and Product Attributes awaken consumers to make purchase decisions.

Key words: Advertising, Product attributes, Buying Decision.