ABSTRACT

Aji Raharja, The Influences of Motivation and Perception to a Decision Getting Product of Consumers' Kaisar Motorcycle in Deaer Kaisar Plaza Bandung, The Skripsi of Management Department, Faculty of Economic Universitas Komputer Indonesia Bandung 2011, Under the guidance Trustorini Handayani, SE.,M.Si.

The aims of research are; 1. How to know the consumers' motivation to get product of Kaisar Motorcycle in Dealer Kaisar Plaza Bandung, 2. How to know the consumers' perception to get product of Kaisar Motorcylce in Dealer Kaisar Plaza Bandung, 3. How to know the decision to get product of Kaisar Motorcylce in Dealer Kaisar Plaza Bandung, 4. And the last, to know how deep motivation and perception can influence the decision to getting product of consumers' Kaisar Motorcylce in Dealer Kaisar Plaza Bandung.

This research has 3 variables, they are free variables (motivation and perception), ettached variable (decision to getting product). It using descriftive and verificative methods. Source data that used for this research was primer data and sekunder data. Technique of getting data was validity test and realibility test. The population that was choosen from the consumers' kaisar Plaza Bandung. The sample that used was 75 people by using simple random sampling. The analysis method was multiple regression analysis, correlates multiple, method of succesive internal (MSI), Coeffecient determining and design hypothesis test with simultan method and parsial method.

The results obtained motivations and perceptions have a strong and positive impact on purchasing decisions with a correlation of 0.894. Partial degree of influence on purchasing decisions are motivated by 53.8%, and for perceptions of amounting to 26.2%. The results of calculations to test the hypothesis was partially motivated obtained t count that is greater than t table (7.504> 1.993). And for the perception variables is obtained that t count is greater than t table (3.965> 1.993). It can be concluded that the higher the motivation and the perception of the buying decision will be higher as well.

Key word: motivation, perception, decision of getting product.