## *ABSTRACT*

***The Analysis Of The Life Style and Consumer Attitude Toward Purchasing Decision Honda Blade Motorcycle On PD Tridjaya Motor Pagaden-Subang***

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*The research was conducted on consumers of Honda Blade motorcycles in PD Tridjaya Motor Pagaden-Subang. The phenomenon that occurs is that very few sales of Honda motorcycles in PD Tridjaya Blade Motor Pagaden compared to other motorcycles. Though Honda Blade is a newly issued motorcycle Honda. Lifestyles and consumer attitudes to be several factors influencing the purchase decision. The purpose of this study is to determine the effect of lifestyle and consumer attitudes towards consumer purchasing decisions.*

*The method used in this study is a qualitative method and quantative. The unit of analysis in this study is the consumer buyer and never have a motorcycle Honda Blade, amounting to 167 people. And the sample used by 70 respondents. Statistical testing was performed multiple linear regression analysis, correlation analysis, determination coefficient, hypothesis testing, and also use the help of an application program SPSS 13.0 for windows.*

*The results showed that the lifestyle and attitudes of consumers toward purchasing decisions Blade Honda motorcycles as a whole is included in either category.*



***Keywords:*** *life style, consumer attitude and purchasing decision*