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The Influence Of Advertising And Consumer Perception To Consumer Purchasing Decisions On Motorcycle Honda Revo In PT. Daya Anugerah Mandiri Bandung

By : Addlyansyah Jamhur Putra
Supervison : Rizki Zulfikar, SE, M.Si

This research was effected by having a community lifestyle changes that tend to love the ease of use of motorcycles, as well as the emergence of a motorcycle Honda matic offers ease of use, being one of the causes of decline in the level of sales of motorcycles Honda Revo at PT Daya Anugrah Mandiri Bandung. The purpose of this research is to know how big the influence of advertising, and Consumer Perceptions of consumer purchasing decisions on the product at PT Honda Revo Power Independent Gift Bandung.

The methods used in this research is qualitative and quantitative methods. The Unit of analysis in this research are the consumers who make purchases at PT. Mandiri Saving Power amounted to 535 with Bandung as much as 85 samples of respondents. The test statistic used is calculation of the correlation, pearson correlation, regression analysis, the determination of the coefficient, test hypotheses, and also use the help application program SPSS version 13.0 for windows.

Qualitative research results indicate consumer advertising and perception are included in the category of medium, and purchasing decisions are included in the category either. And the results of the research showed the magnitude of the quantitative influence consumer perceptions of advertising and simultaneous increase in purchases amounted to 44.8%, and the remaining 55.2% described other variables outside the perikalanan variable and the perception of consumers. While the advertising impact of 12%. against the decision of buying and consumer perception of the influence of 32.8% of the purchasing decision.

Keywords: advertising, consumer perception and purchasing decisions