ABSTRACT

The Influence Of Motivation And Consumer Attitudes To Consumer Purchasing Decisions On Motorcycle Honda Type Sport In PT Daya Anugrah Mandiri Bandung

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This research was conducted on the consumer user of motorcycles Honda-type sport in PT. Daya Anugrah Mandiri Bandung. Phenomenon that occurs is the growing efforts of motorcycles, many strategies that are guaranteed to attract consumers make purchases, such as consumer behaviour notice at any time to be fickle, motivation in yourself will affect a person in making a purchase. The purpose of this research is to know how big influence motivation and consumer attitudes consumers with the resolution of the purchase by consumers PT. Daya Anugrah Mandiri Bandung.

The methods used in this research is a qualitative method and quantitative. The unit of an analysis in research this is consumers who makes a purchase in PT. Daya Anugrah Mandiri Bandung, amounting to 73 with a sample size of 65 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.

Based on the results of research may be known that the level of responses of the respondents about motivation consumers already rated good enough, responses of the respondents about an attitude of consumers already good enough and the response of the respondents for decision purchase already rated good enough. while simultaneously there are the influence of significant between motivation consumers and attitudes of consumers on the decision of a purchase with large the influence of amounting to (54,7 %) and the rest amounting to (45,3%) is another variable that is not researched. In partial motivation of consumers on the decision of the purchase of to exert an influence significantly by the influence of a amounting to (17,5%) and variable an attitude of consumers who most to exert an influence significantly with the resolution of a purchase with the influence of amounting to (37,2%).

Keywords: consumer motivation, consumer attitudes and purchasing decisions