ABSTRACT

Uki Dasuki 21211014, *"The influence attitudes and motivation Of consumers on product purchasing decisions on the distribution Airplane System Bandung". Under Tuition :* Dr. Ir. H. Eddy Soeryanto Soegoto.

The purchase decision is influenced by various factors, one of which attitudes and motivations of consumers. The phenomenon of variable consumer attitudes, consumer attitudes about the t-shirt Airplane in distributions Airplane System Bandung is not optimal. Companies should pay more attention again how the attitude of consumers to the sale of t-shirts Airplane can be increased. Consumer motivation variable phenomenon, consumers lack sufficient motivation to buy t-shirts. And the phenomenon of variable purchase decision, post-purchase behavior of consumers is still low in making purchasing decisions because consumers are still less satisfied with the product that has been purchased it.

This study aims to determine: (1) The influence consumer attitudes towards purchasing decisions airplane t-shirts airplane distribution system in Bandung. (2) the Influence consumer motivation on purchase decisions airplane t-shirts airplane system distributions Bandung. And (3) Consumer attitudes and motivations influence on purchasing decisions airplane t-shirts airplane system distributions Bandung. As many as 100 of the consumer is taken as a sample through the sample withdrawal technique method sample random sampling. The data collected through the dissemination of questionnaires, observation and interview. The survey method used is descriptive and verifikatif. Data analysis with the method of simple regression analysis by using the software SPSS 13.0 program for window. The results showed the attitude and motivation of consumers give considerable influence on purchasing decisions on distributions Bandung airplane systems partially or simultaneously.

Keyword: Attitudes, Motivation Of Consumers, Purchasing Decisions