ABSTRACT

Hery Zikri. 2015, Thesis. Title: "Motivation Effect, Perception, and Consumer Attitudes toward Buying Decision of Distro Inspired 27 Soekarno Hatta Malang"

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In the motivation, perception, and attitude plays an important role, since buying decisions depend heavily on consumer behavior including motivation, perceptions, and attitudes of the consumers. Attempting to satisfy customers is important. Understanding of the needs, desires and consumer behavior is also very important for the company to develop strategies and programs that are appropriate in order to satisfy their customers, so the company can take advantage of existing opportunities and outperform competitors by displaying products, services, and the best ideas.

This study aimed to determine the effect of motivation, perceptions, and attitudes of consumers toward buying decisions of Distro Inspired 27 Soekarno Hatta Malang. And how big the closeness of the relationship between motivation, perception, and attitude with consumer buying decisions. In answering the purpose of the study, used multiple linear regression which included simultaneous test and partial test. Sampling was done by accidental sampling technique, where the number of samples studied was by 5 times of variable or 95 respondents.

The results showed that the variables of motivation, perceptions, and attitudes simultaneously and partially have a significant influence on buying decisions on Distro Inspired 27 Malang. Each of these independent variables has close relation toward the buying decision. Among the variables of motivation, perception, and attitude, attitude variable was the dominant variable in influencing buying decisions on Distro Inspired 27 Malang.