

ABSTRACT

Sutomo B, Ahmad, 2012, Thesis. Title: "Consumer Behavior towards Purchase of Brand Motorcycles Honda Beat"

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Purchasing decisions of consumers to a product is influenced by two particular strengths, namely: the power of internal and external. The variable in the internal strength is a variable of economic conditions, variables of motivation and external power is a variable of the reference group. These variables has a broader dimension, it means that each variable has a different effect. This study aims to determine the influence of variables of economic circumstances, motivation, and the reference group on consumer purchasing decisions at UD. Ahas 126. Sinar Baru Pamekasan, either simultaneously or partial, and to determine variable that has dominant influence on consumer purchasing decisions at UD. Ahas 126. Sinar Baru Pamekasan.

The method used in this study is *Explanatory Research*. The data analysis in this research uses the bifilar linier regression. The research sampling technique 18 respondent uses *Purposive Sampling*. The data technique of collection is using the questioner and documentation. While for the instrument test uses the validity and reliability.

The results of research shows that variable of the reference group (X1) economic situation (X2) and variable of motivation (X3) influents simultaneously and partially that is the motivation of consumer purchasing decisions (Y) at UD. Ahas 126 Sinar Baru Pamekasan. Whereas (X1) and (X2) partially do not have the impact to the purchasing decisions of consumers (Y). The Variable motivation influential dominantly towards purchasing decisions of consumers (Y).