

## ABTRACT

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Advisor : Yayuk Sri Rahayu, SE., MM.

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The level of business competition in Indonesia is very strict, because every company is always trying to increase marketing share and reach new customers. Companies must be able to determine the appropriate marketing strategy for their business in order to survive and win the competition, so that the objectives of the company can be reached. Basically the more competitor emerge the more options for customers to choose products that fit with his expectations. Marketing mix is actions that can be done by the company in order to increase consumer demand and its products. In strategy of products marketing, Yamaha uses marketing mix including four variables: product strategy (product), pricing strategy (price), promotion strategy (promotion), and distribution strategy (placement).

The purpose of the study is to determine the marketing mix factors considered by the consumers in making decision to buy Yamaha MIO in Malang. The research is located in the Village Ketawanggede Malang and the analysis tool used is factor analysis. Attributes or variables used is a factor marketing mix including: product, price, location, promotion, and the number of respondents are 115.

These results indicate that the rotation result using analysis method Ketawanggede Village respondents can be concluded that from the 23 items can be reduced to three factors: (a) Factor 1 includes the affordable price, easy payment, attractive advertising, understandable advertising and honest advertising. (b) Factor 2 includes a unique design, enviromentely friendly and discounts. (c) Factor 3 include discounts, advertising from brochures and billboards.