

## ABSTRAK

Lutfi Nur Fauzi, 2014 Thesis. Title "Analysis of Consumer Behavior Buying Decision Against Motorcycles Yamaha Mio GT in Malang

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Keywords: Consumer behavior, purchasing decisions.

The development of industry and technology had implications for human life, especially in the business world today. At this time the need for motorcycle among consumers becomes an important thing to support activities performed daily. Many motorcycle manufacturers competing to get consumers to buy their products. The researchers wanted to review on the influence of consumer behavior on purchase decisions Yamaha Mio motorcycle GT.

This study aims to describe the relationship between consumer behavior clause and purchasing decisions through hypothesis testing. Data analysis techniques used are (1) the validity and reliability of the questionnaire items, (2) multiple linear regression (3) Test the classical assumptions. Then the regression model testing the hypothesis that simultaneous (test F), partial (t test) and the dominant variable.

Based on the hypothesis testing is obtained that simultaneously have variables influence consumer behavior which is equal to 9,221 real enough. And when seen from the R-square Adjust variable consumer behavior has an influence on the purchasing decisions of 40.9%. Meanwhile, based on t test (partially) all variables affect the purchase despair. Judging from the regression coefficients  $b$  it can be concluded that the variable component of consumer behavior that predominantly affects the purchase decision is the social class variable which is equal to 0.321. On the basis of the results of the study suggested the consumer in using the product do not exceed reasonable limits, in Islam, we are allowed to enjoy the good things in life and lawful. So we are allowed to take advantage of the product, as far as we take advantage of the product positively.