

ABSTRACT

Mochamad Wildan Tri Widiyono, 2014 Thesis, title : “The analysis of Consumer Psychology influence to purchasing decision of Suzuki Satria FU 150”

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Key words : Consumer Psychology (motivation, perception, learning, beliefs and attitudes), purchasing decisions

Consumer psychology has a strong influence to purchasing decision. This research has purpose to determine the effect of consumer psychology variables consisting of (*motivation, perception, learning, beliefs and attitude*) in their influence on purchase decisions

This research use the quantitative methods, the data obtained by questionnaire given to 78 students who have Suzuki Satria FU 150 on the UIN Maulana Malik Ibrahim Malang. Methods of data analysis using multiple linear regression which includes Test Validity and reliability, Classical Test Assumptions, f simultaneous test, partial t test and assisted with SPSS program for windows 16:00.

Simultaneously independent variables that consists of (*motivation, perception, learning, beliefs and attitude*) has significant influence on purchasing decisions. This is evidenced by the significant value of f ($0,000^a$) less than 5%. Meanwhile partially independent variables that consists of (*motivation, perception, learning, beliefs and attitude*) has significant influence on purchasing decisions. This is evidenced by the significant value of t (*motivation* = 0,000, *perception* = 0,000, *learning* = 0,043, *beliefs and attitude* = 0,000) less than 5%. The dominant variable is the variable beliefs and attitudes (X4). This is indicated by the value of r^2 (0,298) or has the value contribution of 29,8%, indicating that confidence and attitude variables (X4) are the dominant variables significantly influence the purchase decision (Y).