

Pengaruh Perilaku konsumen Terhadap Keputusan Pembelian Motor Scuter Matic Yamaha PT Bussan Auto Finance

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ABSTRAK

Rancangan penelitian yang digunakan adalah penelitian kuantitatif dan kualitatif. Sampel yang dijadikan objek penelitian sebanyak 50 responden pengguna scuter matic Yamaha dan pengambilan data berupa wawancara, kuesioner. Sedangkan untuk pengolahan data dianalisis untuk uji validitas dan reabilitas memakai rumus *Alpha Cronbach* dengan menggunakan bantuan computer program SPSS 21 *for windows*

Teknik analisis yang digunakan adalah analisis regresi linier berganda. Dari hasil analisis didapatkan bahwa variabel faktor kebudayaan, sosial, pribadi dan psikologis secara simultan/bersama-sama mempunyai pengaruh signifikan (bermakna) terhadap keputusan pembelian motor scuter matic Yamaha dan variabel pribadi mempunyai pengaruh dominan terhadap keputusan pembelian produk motor scutermatic Yamaha.

Kata Kunci: Faktor Kebudayaan, Faktor Sosial, Faktor Pribadi, Faktor Psikologis, dan Keputusan Pembelian.

Influence of Factors Affecting Consumer in Decision Purchase of MaticScuter Yamaha motorcycle At PT. Bussan Auto Finance

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ABSTRACT

The design of the research is a quantitative and qualitative research. The samples were subjected to experiments as many as 50 respondents matic scuter Yamaha users and retrieval of data in the form of interviews, and questionnaires. As for the processing of the data were analyzed to test the validity and reliability using *Alpha Cronbach* formula with the help of a computer program SPSS 21 for windows.

Analysis technique used is multiple regression analysis. From the analysis it was found that the variable factor of cultural, social, personal and psychological simultaneously / together have a significant influence (significant) towards the decision of purchase matic scuter yamaha motorcycles and social variables has dominant influence to decisions of purchase matic scuter Yamaha motorcycle products.

Keywords: Cultural Factors, Social Factors, Personal Factors, Psychological Factors, and the Purchasing Decision.