

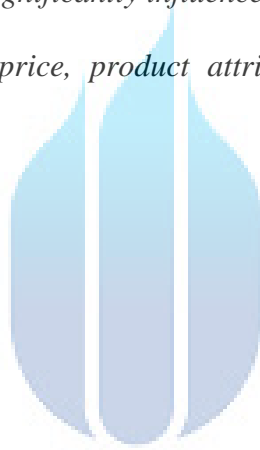
ABSTRACT

This research aims to know the influence perception of price, product attribute, risk perceptions, interest the purchase decision.

The object of this research is a consumer which uses the Toyota Agya LCGC Ciledug area. This research was done to 161 respondents by using quantitative-descriptive approach. Sampling technique using convenience sampling. Thus, data analysis which is used is a Microsoft Excel 2007 and LISREL 8.8.

These results of this research shows that the perception of price significantly influence purchase decision, product attribute significantly influence purchase decision, risk perceptions significantly influence purchase decision

Keywords: perception of price, product attribute, risk perceptions, purchase decision.



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