

INTISARI

Faktor psikologis yang dapat mempengaruhi konsumen untuk membeli suatu produk atau jasa antara lain motivasi konsumen untuk membeli, persepsi konsumen terhadap perusahaan yang mendorongnya untuk membeli, serta pembelajaran konsumen dalam menggunakan, mengkonsumsi serta memanfaatkan produk dari perusahaan. Tujuan penelitian adalah untuk menganalisis pengaruh motivasi, persepsi, pembelajaran, dan sikap konsumen terhadap keputusan pembelian Truk Mitshubishi di Kawasan Magelang. Populasi dalam penelitian ini adalah konsumen yang memakai produk Truk Mitshubishi Di Kawasan Magelang. Sampel dalam penelitian sebanyak 100 responden.

Teknik pengambilan sampel *purposif sampling*. Analisis data menggunakan regresi linear berganda. Hasil penelitian menunjukkan motivasi, persepsi, pembelajaran, serta sikap berpengaruh signifikan terhadap keputusan pembelian konsumen baik secara parsial. Pemakaian Truk mitshubishi sebaiknya memperhatikan motivasi, persepsi, pembelajaran, sikap konsumen, karena keempat variabel tersebut berpengaruh signifikan terhadap keputusan pembelian Truk Mitshubishi Di kawasan Magelang.

Kata kunci: motivasi, persepsi, pembelajaran, sikap, keputusan pembelian

ABSTRACT

Psychological factors that can influence the consumer to buy a product or service such as consumer motivation to purchase, consumer perception of the company who pushed for the purchase, as well as consumer learning in use, consume and utilize the products and services of the company. The purpose of the study was to analyze the influence of motivation, perception, learning, and consumer attitudes toward purchasing decisions in the “Mitsubishi” brand trucks Magelang. The population in this study is that consumers who buy products at Trucks Mitsubishi in Magelang. The sample in the study were 100 respondents.

Sampling purposive sampling technique. Data were analyzed using multiple linear regression. The results showed motivation, perception, learning, and attitudes have a significant effect on consumer purchasing decisions either partially or simultaneously. Usage of Trucks Mitsubishi should pay attention to psychology, perception, learning, attitudes of consumers, because the four variables significantly influence the purchasing decisions in franchise Trucks Mitsubishi in Magelang.

Keywords: *motivation, perception, learning, attitudes, purchasing decisions*