

ABSTRACT

This research was based a decrease in sales of smartphone BlackBerry in the period 2011-2012. The sales decline shows a decrease in purchasing decisions on smartphone BlackBerry products that can be formulated in this research that how consumers purchasing decision in the midst of smartphone competition phenomenon becoming more strictly based on the purchase motivation, perceived quality, and brand attitudes.

The purpose of this research to know the influence of psychological consumer's that purchase motivation, perceived quality, and brand attitudes to purchasing decision smartphone BlackBerry. Population of the research are consumer's smartphone BlackBerry in the city of Semarang. This research involves 100 people as its respondents and employ accidental sampling as its sampling method. Data collection is done using questionnaires.

Results of multiple regression analysis is $Y = 0.222 X_1 + 0.340 X_2 + 0.459X_3$. The independent variable is the most influential of the dependent variable is the variable brand attitudes (0,459), variable perceived quality (0,340), then variable purchase motivation (0,222). T test result proved that all independent variables (purchase motivation, perceived quality, and brand attitudes) have a positive influence on the dependent variable, purchasing decision. And the determination coefficient (adjusted R^2) is 0,506. This means 50,6% of the judgment purchasing decision is affected by the variable purchase motivation, perceived quality, and brand attitudes. And 49,4% are affected by other variables.

Keywords: Psychological consumer's, purchase motivation, perceived quality, brand attitudes and purchasing decision.