

ABSTRACT

This research was based a decrease in sales of Honda motorcycles in the period 2005-2008. This sales decline shows a decrease in consumer buying decisions on Honda motorcycle products that can be formulated in this research that how consumers buying decision in the midst of motorcycle competition phenomenon becoming more strictly based on the consumer motivation, perceived quality, and consumer attitudes. The aim of the research is to analyze the influence of consumer motivation, perceived quality, and consumer attitudes toward buying decision of the Honda motorcycles.

This research uses quantitative and qualitative methods. Data collected by questionnaire and interview techniques. The respondents in this research are 100 people who fulfill in one of five criteria; initiating, influencing, decision making, buying, and using Honda motorcycles in the city of Semarang. Three hypotheses are formulated and tested using Regression Analysis. Then qualitative analyze taken from interpretation of data by giving information and explanation The result shows that consumers motivation, perceived quality, and consumer attitudes have significant relationship with buying decision. Consumer motivation has higher influences for buying decisions than perceived quality and consumer attitudes.

Keywords: Buying Decision, Consumer Motivation, Perceived Quality, Consumer Attitudes.