

ABSTRACT

This study aims to determine how much influence consumer motivation , quality perception , and consumer behaviour toward purchasing decisions on products Suzuki Swift in Semarang . And analyze the most dominant factor in influencing purchasing decisions on products Suzuki Swift in Semarang .

The population in this study all consumers Suzuki Swift in Semarang . The sample in this study was 100 respondents . Sampling techniques in the study conducted by accidental sampling technique . Type of data used is primary . Methods of data collection using questionnaires . The analysis technique used is multiple regression through SPSS software for windows , obtained a result which shows that the obtained results indicate that all variable has a positive and significant effect .

Variable consumer motivation show the results of the most dominant in influencing purchasing decisions with regression coefficient of 0.394 followed by the variable consumer behaviour with regression coefficients of 0.237 and quality perception variables with regression coefficient of 0.235 . From the three independent variables used in this study , indicated that consumer motivation has the greatest influence on purchase decisions

Keywords : consumer motivation, quality perception, consumer behaviour, purchase decision