

ABSTRACT

SILFANNI YURNISYA. *The Effect of Consumer Motivation, Consumer Perception and Consumer Attitude toward Frestea Buying Decisions in Kebon Jeruk, West Jakarta. (Supervised by Lia Amalia).*

This study aims to determine the effect of consumer motivation, consumer perception and consumer attitude partially and simultaneously to the Frestea buying decisions and which variable between consumer motivation, consumer perception and consumer attitude that has the most dominant effect toward buying decisions on Frestea's consumer who encountered in Kebon Jeruk area, West Jakarta. The independent variables in this study are consumer motivation, consumer perception and consumer attitude, while the dependent variable in this study is buying decisions.

The analysis method in this study is multiple linear regressions. The sample in this study use non probability sampling with purposive sampling technique. The respondent in this study is 110 peoples who encountered in Kebon Jeruk area, West Jakarta.

The result of this study shows that consumer motivation, consumer perception and consumer attitude partially and simultaneously affects buying decisions. Consumer attitude is the most dominant variable that has an influence toward Frestea buying decisions on Frestea's consumer who encountered in Kebon Jeruk area, West Jakarta. The contribution of consumer motivation, consumer perception and consumer attitude toward buying decisions is 76,8%, which mean there is 23,2% the other factor contribution which affects buying decisions.

Keywords: Consumer Motivation, Consumer Perception, Consumer Attitude, Buying Decisions