

ABSTRACT

VALUES ANALYSIS PERSEPTION TO THE CONSUMER TOWARDS PURCHASING DECISION TOYOTA AVANZA AT PT ASTRA INTERNATIONAL TBK AUTO 2000 RAJABASA BRANCH IN BANDAR LAMPUNG

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Perception is processing someone choosing, organize, and interpret information inputs to create a description that have a meaning about world.

In this globalization era, one of experience development very fast is car. Therefore the root of the matter that discussed in this research: what is price value, social value and emotional value can influential towards to the consumer perception on brand Toyota Avanza.

Car product Toyota Avanza is produced by Toyota Astra Motor. Toyota Astra has branch almost throughout Indonesia one of them found at Lampung. Auto 2000 Centers Jakarta distribute car Toyota Avanza to PT Astra International Tbk Auto 2000 Rajabasa Bandar Lampung branches and PT Astra International Tbk Auto 2000 Tanjung Karang Bandar Lampung.

This research aims to detect consumer perception towards brand Toyota Avanza in pt Astra International Tbk Auto 2000 Rajabasa Bandar Lampung.

Technique in taking sample that used as random (*Non Random Sampling*) with a purpose to that sample that chosen can represent population. Population that used is 279 with sample 74.

Analysis that used is qualitative and quantitative. analysis qualitative used by analyze troubleshoot based on theories that consumer perception towards product purchasing decision at Toyota Avanza and then distribute the result data of questioner in consumer at PT Astra International Tbk auto 2000 at Rajabasa Bandar Lampung. Analysis quantitative done by using logistics regression. Based on the calculation is got the price variable, social value variable, emotional value variable as significant in level significant that is used 0,05 with probability each 0.003,0.004,0.009. Regression model precision test binary logistics with test *Hosmer and Lemeshow* got value *chi square* = 12,254 with level confidence as big as 0,144. That number is bigger than 0,005 or 5% so H_0 accepted. value *Nagelkerke R²* as big as 0,523 that mean that price variable, social value, emotional value can influence purchasing decision as big as 52,3% while the rest 47,7%.

Suggestion in PT Astra Motor Bandar Lampung should increase more assorted variable that influence to the consumer perception and PT Toyota Astra motor as productor Toyota Avanza must do work quality enhanced and promotion. While to PT Astra International Tbk auto 2000 Rajabasa Bandar Lampung as dealer from Toyota Avanza also must be able to defend the consumer perception that formed with increase marketing hotchpotch wisdom related to the product.