

ABSTRACT

THE EFFECT ANALYSIS OF MOTIVATION AND CUSTOMER'S BEHAVIOR ON DECISION OF BUYING SUZUKI MOTORCYCLE IN BANDAR LAMPUNG

By

Dini Ardiansyah

The higher standar of living of the society, the more complicated what people need in their life especially on transportation need that in this case is motorcycle. Besides, the higher of population and variation of income level of society will cause to the producer manufacturer industries to pay more attention to the motivation and behavior of their consumers in order to maintain continuity of the company.

Sales on Suzuki motorcycle both in absolute and percentage shows the fluctuation during 2006 – 2009. A firm can monitor the motivation and customer's behavior using its sale volume. In this kind of economics' condition, a marketing activity has a great role appropriate with marketing function, which is one of main function in companies, so that it can develop well and increasing their maximum profit. Therefore, the main question is "Do motivation and customer's behavior effect the decision of buying Suzuki motorcycle in Bandar Lampung?"

Formulized hypothesis in this research motivation and customer's behavior positively effect the decision of buying Suzuki motorcycle in Bandar Lampung.

To answer the hypotheses, it applies double regression analysis model statistically. It tests both simultaneously and partially.

The result shows that both independent variables (motivation and consumer's behavior) statistically effect customer's decision of buying Suzuki motorcycle. The extent of its effect examined from the value of Determination Coefficient (R^2) = 0,259. This means all independent variable effect the customer's decision of buying Suzuki for about 25,90% and the rest is effected by another independent variable which is unexamined in thi research.

This research suggests that it is important for the dealer of Suzuki motorcycle in Bandar Lampung to concern more on motivation and customer's behavior in decision of buying motorcycle. Recall both variable is positive, it means the better model and quality of Suzuki motorcycle, the higher customer's motivation to buy them.