

ABSTRACT

INFLUENCE OF MOTIVATION ON CONSUMER BUYING DECISION PRIME
XL-FREE CARD
(A STUDY ON MANPOWER OUTSOURCING PT. PLN (Persero) SECTOR
GENERATION Tarahan and PT PLN (PERSERO) SECTOR GENERATION
Bandar Lampung)

By

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Advances in technology are increasingly unbearable, especially in the field of telecommunications makes the competition very tight. PT Exelcomindo Pratama Tbk.is a mobile card issuing company XL. Business XL consists of the provision of voice communication services, data, and other mobile services. XL is the first private cellular service company in Indonesia. View the data card user population XL Bebas (Table 1), Free XL card users seem quite dominant when compared with other cellular card. This requires an analysis to determine the factors that influence consumers in choosing the Free XL card. The problem of this study is whether consumers' motivation factors influence the purchase decision XL card free?

The purpose of this paper is to determine the level of influence consumer motivation to the consumer decision to purchase the XL cards Free. The sampling in this study conducted a non probability sampling.

The hypothesis is that the motivation of consumers who drive , clue, response, and reinforcement had a positive impact in the Free XL card purchases at a strong level of flatness.

To determine jointly whether the independent variables have a positive influence in the purchase card XL-Free at strong levels of closeness, used multiple linear regression analysis method. To test the hypothesis used the F test and to see the contribution of each independent variable test was used to partially T. Test results for 39.608 Fcount greater than Ftable for an error rate of 5% = 2.540, so that Ho refused and Ha is received, which means that the independent variables consisting of drive, clue, response , and reinforcement jointly influence on product purchasing decisions on outsourcing XL Free at PT PLN (Persero) Sector Tarahan and Sector Bandar Lampung. Coefficient R. Square the results of regression of 0.742. This shows variations in independent variables can explain 74.2% of the dependent variable, while the remaining 25.8% must be explained by factors other causes that originated from outside the regression model.

To PT Exelcomindo language. suggested to further improve the quality of products sold in the market with respect to clarity of voice or fluency in the delivery of data, thus indirectly to increase consumer confidence in the product by maintaining the stability of the network system with the construction of base stations and network system maintenance is good.