ABSTRACT

EFFECT OF LIFESTYLE FACTORS, PERSONALITY, PERCEPTION AND LEARNING TO PURCHASE DECISIONS IN MOTORCYCLE MATIC LAMPUNG
(Case study of University of Lampung)

By

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The era of globalization and free markets make progress rapidly developing technology, especially matic motorcycle, this is due to have a good machine capabilities are also supported the view that diverse. Related to the diversity of views, fulfillment and the need for motorcycle transportation matic become an alternative choice in the development of motorcycles. Benefits for companies are taken into consideration in fulfilling the needs and desires of consumers that become a source of sustainable competitive advantage for companies matic motorcycle.
The problem faced was the competition between companies motorcycle matic with the needs of different consumers, for the problems that may be filed "Are lifestyle factors, personality, perception and learning influence the purchase decision matic motorcycle at the University of Lampung". The objective is to investigate the influence of lifestyle factors, personality, perception and learning on a motorcycle purchase decision matic at the University of Lampung. The hypothesis is there the influence of lifestyle, personality, perception and learning of the decision-matic motorcycle at the University of Lampung.

The method used is descriptive research. Number of samples in this study were 90 respondents. In analyzing the data using a formula coefficient of contingency, in order to obtain a clear picture of the motorcycle purchase decision matic at the University of Lampung.

The analysis used the Chi Square method and the results obtained is no influence of personality factors of 0.535, 0.530 and learning perceptions of amounting to 0.515 against the decision of purchasing a motorcycle matic while lifestyle factors had no significant effect that is equal to 0.465. As a material consideration in order to improve decision pemebelian, then presented some suggestions, the company should pay more attention to products issued matic motor so that the model looks more modern and more features, more emphasis matic motorcycle sales promotions so consumers can easily to buy it anywhere, in the process of offering it to customers as well as through a direct approach.