

INTISARI

Penelitian ini bertujuan untuk menganalisis Pengaruh Motivasi, Persepsi, dan Sikap Konsumen terhadap Keputusan Pembelian Mobil LCGC (*low cost green car*) Studi Kasus Pada Pengguna Mobil Toyota Calya di Yogyakarta. Subjek dalam penelitian ini adalah masyarakat kota Yogyakarta maupun masyarakat yang kebetulan bertempat tinggal di Yogyakarta yang telah membeli dan menggunakan mobil Merek Toyota Calya.

Berdasarkan analisis yang telah dilakukan diperoleh hasil bahwa Motivasi Konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian mobil merek Toyota Calya, Persepsi Konsumen berpengaruh positif terhadap keputusan pembelian mobil merek Toyota Calya, dan Sikap Konsumen berpengaruh positif terhadap keputusan pembelian mobil merek Toyota Calya.

Kata Kunci : Motivasi, Persepsi, Sikap, Keputusan Pembelian

ABSTRACK

This study aims to analyze the Influence of Motivation, Perception, and Consumer Attitude Toward The Purchase Decision of LCGC Car (low cost green car) Case Study on Toyota Calya Car Users in Yogyakarta. The subjects in this study were the people of Yogyakarta city and the people who happened to reside in Yogyakarta who had bought and used the Toyota Calya Brand car.

Based on the analysis that had been done, the results show that Consumer Motivation had a positive and significant effect on the purchase decision of the Toyota Calya brand, Consumer Perception had a positive effect on the purchase decisions of the Toyota Calya brand car, and Consumer Attitude had a positive effect on the Toyota Calya brand purchase decision.

Keywords: Motivation, Perception, Attitude, Purchasing Decision