

**PENGARUH MOTIVASI, PERSEPSI, DAN SIKAP KONSUMEN TERHADAP
KEPUTUSAN PEMBELIAN *LOW COST GREEN CAR* (LCGC) STUDI KASUS
PADA PENGGUNA MOBIL TOYOTA CALYA DI YOGYAKARTA**

*THE INFLUENCE OF MOTIVATION, PERCEPTION, AND CONSUMER
BEHAVIOR TOWARD THE PURCHASE DECISION OF CAR LOW COST
GREEN CAR (LCGC) CASE STUDY ON TOYOTA CALYA USERS IN
YOGYAKARTA*



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