

ABSTRACT

CONSUMERS' MOTIVATION IN PURCHASING FRUITS IN "TOTAL BUAH SEGAR" BEKASI CITY. 2019. RESTI PERMATAWATIE. (Supervised by Ir. DIAH RINA KAMARDIANI, MP and Dr. Ir. WIDODO, MP). This study aimed to determine consumer' motivation in purchasing fruit in "Total Buah Segar" and consumer motivation related to the purchase of fruit. This study uses a descriptive method with qualitative analysis. Data collecting area using purposive technique, which is based on "Total Buah Segar" is the only store that specifically sells local and import fruits in Bekasi City. This study conducted with questionnaire taken from 125 respondents which bought fruits in "Total Buah Segar". The data analysis method used in this study is scoring method, Chi-Square analysis, and Rank Spearman analysis. The results showed that motivational consist of comfort, habits, benefits, safety, lifestyle, price, freshness of fruit, diversity of fruits, facilities, and location were included in the category of motivating consumers in purchasing fruits in "Total Buah Segar". Purchased of local, import, or both have relation with motivation which is comfort, habits, benefits, lifestyle, price, fruits freshness, and fruits diversity. Consumers' motivation related to the choice of product packaging, which are not packagaing or packaging is habits, benefits, safety, price, fruits diversity, and store facilities. Consumers' motivation related to the number of purchases are comfort and habits.

Key words: *Motivation, Consumers, Purchase, Fruits, "Total Buah Segar"*