

## INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh Motivasi, Persepsi, Pembelajaran dan Sikap konsumen secara simultan terhadap minat penggunaan produk sepatu Nike, Persepsi Konsumen secara simultan terhadap minat penggunaan produk sepatu Nike, Sikap Konsumen secara simultan terhadap minat penggunaan produk sepatu Nike, Motivasi Konsumen secara simultan terhadap minat penggunaan sepatu Nike, Pembelajaran Konsumen secara simultan terhadap minat penggunaan sepatu Nike di Yogyakarta.

Metode pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling*. Responden dalam penelitian ini sebanyak 100 pengguna sepatu Nike di Yogyakarta. Penelitian ini menggunakan Analisis regresi linear berganda yang dijalankan melalui program SPSS 21 sebagai alat analisisnya.

Hasil penelitian ini membuktikan bahwa terdapat pengaruh secara bersama sama antara motivasi, persepsi, pembelajaran dan sikap konsumen secara simultan terhadap minat penggunaan produk sepatu nike, selanjutnya terdapat pengaruh antara persepsi konsumen terhadap minat penggunaan produk sepatu nike, selanjutna terdapat pengaruh antara sikap konsumen terhadap minat penggunaan produk sepatu nike, selanjutnya terdapat pengaruh antara motivasi konsumen terhadap minat penggunaan produk sepatu nike, selanjutnya terdapat pengaruh antara pengaruh pembelajaran konsumen terhadap minat penggunaan produk sepatu nike di Yogyakarta.

Kata Kunci: **Motivasi, Persepsi, Pembelajaran, Sikap Konsumen, `  
Keputusan Pembelian**

## **ABSTRACT**

*The research is intended to determine the influence of the drive, Perception, Learning and the attitude of consumers in stimultan of interest in the use of the product of a shoe Nike, the perception the consumer in stimultan of interest in the use of the product of a shoe Nike, the attitude the consumer in stimultan of interest in the use of the product of a shoe Nike, " Consumers in stimultan of interest in the use of shoe Nike, Learning How to stimultan of interest in the use of shoe Nike in Yogyakarta.*

*The method of sampling used in this study is purposive sampling. Respondents in research as many as 100 users a shoe Nike in Yogyakarta. Penitian is using Analysis the regression of the linear risks that run through program SPSS 21 as a tool of analysis.*

*The research proved that there is influence in with cooperation between the motivation, perception, learning and attitudes of consumers simultaneously to the interest of the use of the product of a shoe Nike, then there is influence among consumer perceptions of interest in the use of the product of a shoe Nike, selanjutna there is influence between the attitude of consumers against the interest of the use of the product of a shoe Nike, then there is influence between the motivation of the consumers of interest in the use of the product of a shoe Nike, then there is influence between the influence of consumers against the interest of the use of the product of a shoe Nike in Yogyakarta.*

*The key : Motivation, Perception, Learning, The attitude of the consumer, ` The Purchase.*