

ABSTRACT

This study aims to analyze the effect of motivation, perception and consumers' attitude towards the decision to purchase Honda automatic motorcyle in Yogyakarta. The research object is Honda motorcyle, and the research subjects are Honda automatic motorcyle riders in Yogyakarta. The sampling techniques used was purposive sampling. The data analysis was conducted using multiple linear regressions. Before analyzing the data, aninstrument quality test was conducted including validity and reliability test. The analysis result shows that motivation, perception on quality, and attitude simultaneously affected the decision to purchase Honda automatic motorcyle in Yogyakarta. The motivation has positive and significant effect towards the decision to purchase Honda automatic motorcyle in Yogyakarta. The perception on quality has positive and significant effect towards the decision to purchase Honda automatic motorcyle in Yogyakarta. The attitude has positive and significant effect towards the decision to purchase Honda automatic motorcyle in Yogyakarta.

Keywords: motivation, perception on quality, attitude, decision to purchase