

ABSTRACT

This study aimed to examine the effect of motivation, perception, learning, beliefs and attitudes toward product purchasing decisions Indofood brand of instant noodles. The sample used in this study were as many as 100 people. Hypothesis testing using multiple regression analysis with the help of SPSS program ver. 17.0. The sampling technique used was accidental sampling technique. Of variable motivation, perception, learning, beliefs and attitudes are variable only motivational influence on purchase decisions Indofood brand instant noodle products. The results show (H1) which states the motivation variable influence on purchase decisions Indomie instant noodle products, welcome. From the results of testing the value of R Square of 10.5%.

Keywords: Motivation, Perception, Learning, Beliefs and Attitudes, Purchase Decision.