

ABSTRACT

Slamet (NIM 09.2005) “ Analysis Of Effect Brand Knowledge, Perception And Attitudes On Consumer Purchase Decision Motorcycle Honda In Palembang City” under the guidance of mother Maria Josephine Tyra. S.E.,M.M.

The aim of this study is to examine the effect of brand knowledge, perceptions and attitudes of consumers toward purchasing decision of Honda motorcycles in the city of Palembang. When The consumer has more knowledge about a brand, a product it is likely that this knowledge will influence consumer perceptions and attitudes to making a decision to purchase the product. Statistical population used as a sample in this research is consumers who use Honda motorcycles. The sample used in this study were 100 respondents through purposive sampling method. Obtained data were then distributed through a question and later inputted in to Ms. Excel, and the data is processed by using SPSS (Statistical Package for Social Science) version 16.0. The research methodology analysis in this study using descriptive analysis and multiple linear regression. The test results show that brand knowledge variable (X1), consumer perception (X2), and consumer attitudes (X3) had an influence on the purchase decision of Honda motorcycles in the city of Palembang.

Keywords: Brand Knowledge, Perceptions, Consumer Attitudes, Purchasing Decisions.