

#### **ABSTRACT**

*This study aims to determine the psychological factors that influence the purchase decisions of Samsung Galaxy products consisting of factors Motivation , Perception , Learning and Attitudes and Beliefs , in this study took a sample of 100 people by using purposive sampling technique is to set a certain criteria in determining the sample and convenience sampling is to select a sample based on convenience . The method used is descriptive research methods , data analysis techniques used are validity , reliability test , normality test and regression test . From the obtained data collection techniques that the research motivation variable does not affect the decision to buy the Samsung Galaxy products , while variable perception , learning, and attitudes and beliefs simultaneously affect the decision to buy a product people purchase the Samsung Galaxy . In partial perception and learning influence significantly while the motivation variable does not significantly influence the purchase decision of the people to buy the Samsung Galaxy products . Among the motivation , perception , learning, and attitudes and beliefs , the dominant variable in the consumer 's decision to buy the Samsung Galaxy products are attitudes and beliefs.*

**Keywords :** *Psychological factors Motivation, Perception, Learning, Attitudes and Beliefs, Consumer Decision, in buying the Samsung Galaxy products.*