

ABSTRACT

This study aims to examine the influence of psychological factors on the purchase decision process Delight Tony Tint Tony Moly in Althea. Where any psychological factors that consist of motivation, perception, learning, attitudes and beliefs will be tested influence on the purchase decision process. The population in this study were women in Palembang ever on and buying Delight Tony Tint Tony Moly in Althea. The sample used in this study was 100 respondents. Testing the entire hypothesis assisted with SPSS ver. 20 and using multiple linear regression analysis. The results of this study indicate that the motivational factors and the factors of attitudes and beliefs have a significant influence on the purchase decision process, while for perception factors and learning factors do not have a significant influence on the purchase decision process.

Keywords : motivation, perception, learning, attitudes and beliefs, the purchase decision process.