

ABSTRACT

Competition in the four wheel drive vehicles industry at this time in the country becomes more intense as indicated by the number of launching of new products in its each class with their each advantages and disadvantages. One of the four wheel drive vehicle brand which is already known is Toyota. Toyota produces vehicles with many variant, namely Innova and Avanza. However, market share of Avanza is lower than the Innova. This indicates that the consumer's decision to buy Toyota Avanza is still under Innova. Many factors can influence consumer decisions to buy Toyota Avanza, such as the motivations, perceptions and attitudes. The purpose of this study was to analyze the influence of motivation, perceptions and attitudes of consumers towards buying decision in Semarang Toyota Avanza.

The population in this study is consumers who are buying Toyota Avanza in Semarang the period from January to November 2010. The sample in this study are some consumers who are buying Toyota Avanza in Semarang the period from January to November 2010, that is 60 respondents. Type of data is primary. Methods of data collection using questionnaires. The Analytical techniques used were multiple regression, that were previously tested by validity test, reliability test and classic assumptions test.

The results of the analysis by using SPSS Version 13 shows that: 1). Motivation significantly influence the purchase decisions of Toyota Avanza in Semarang. 2). Perceptions significantly influence purchase decisions of Toyota Avanza in Semarang. 3). Attitudes significantly influence the purchase decisions of Toyota Avanza in Semarang

Keywords: Motivation, Perception, Attitudes and Purchase Decision.