

ABSTRACT

EFFECT OF PRICE PERCEPTION AND PRODUCT DESIGN ON THE PURCHASE DECISION OF THE ALL NEW HONDA PCX MOTORCYCLE IN BANDAR LAMPUNG

By:

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The purpose of this study was to determine the effect of price perceptions and product design on purchasing decisions of the All-New Honda PCX motorcycle in Bandar Lampung. The dependent variables examined in this study were price perception and product design. Moreover, the independent variable was the purchase decision. Respondents as many as 150 owners of All New Honda PCX in Bandar Lampung were selected by purposive sampling. The data were analyzed by multiple regression, hypothesis testing t-test, F test, and R² tests. Product design variables partially and simultaneously had an effect. The result of this study found that 6.1% was affected by price perceptions and product design. Meanwhile, the rest of the calculation may be affected by lifestyle, place/location, physical evidence, human resources, and so on. The study that reveals various variables were needed to obtain a more complete research model.

Keywords: Price Perception, Product Design, Purchasing Decisions