

ABSTRAK

MARLINA. NIM 2018116026. Analisis Pengaruh Motivasi, Persepsi, Pembelajaran Dan Keyakinan Konsumen Terhadap Keputusan Pembelian Pakaian Pada Saat Pandemi Covid-19 Di Pusat Grosir Pakaian Blok A Tanah Abang - Jakarta. Dibawah bimbingan Ibu Dr Nafiah Aryani, SE, M.Si.

Permasalahan yang akan dibahas dalam skripsi ini adalah: Bagaimana pengaruh motivasi, persepsi, pembelajaran dan keyakinan konsumen terhadap keputusan pembelian pakaian pada saat pandemi COVID-19 di pusat grosir pakaian blok A tanah abang Jakarta? Teknik pengumpulan data yang dilakukan dengan menyebarkan kuesioner. Populasi pengumpulan data ini adalah para pengunjung pusat grosir pakaian blok A tanah abang Jakarta. Adapun jumlah sampel yang diambil sebanyak 200 responden. Metode analisis yang digunakan adalah Regresi Liner Berganda. Untuk mengetahui signifikan variabel motivasi, persepsi, pembelajaran dan keyakinan secara bersama-sama berpengaruh terhadap variabel keputusan pembelian, dilakukan uji F. Berdasarkan hasil tersebut menunjukkan bahwa terdapat pengaruh yang signifikan antara motivasi, persepsi, pembelajaran dan keyakinan terhadap keputusan pembelian pakaian pada saat pandemi covid-19 di pusat grosir pakaian blok A pasar tanah abang Jakarta.

Kata kunci: Keputusan Pembelian, Motivasi, Persepsi, Pembelajaran, Keyakinan

ABSTRACT

MARLINA. NIM 2018116026. Analysis of the effect of Motivation, Perception, Learning and Confidence of the Consumer on Clothing Purchase Decision During the COVID-19 Pandemic at the Block A Clothing Wholesale Center Tanah Abang - Jakarta. Under the guidance of Mrs. Dr. Nafiah Aryani, SE, M.Si.

The problems that will be discussed in this thesis are: How do consumers' motivation, perceptions, learning, and confidence influence the decision to purchase clothes during the COVID-19 pandemic at the block A clothing wholesale center Tanah Abang Jakarta? Data collection techniques were carried out by distributing questionnaires. The population of this data collection is the visitors to the clothing wholesale center block A Tanah Abang Jakarta. The number of samples taken as many as 200 respondents. The analytical method used is Multiple Linear Regression. To find out the significant variables of motivation, perception, learning and belief that together influence the purchasing decision variables, the F test was carried out. Based on these results, it shows that there is significant influence between the motivation, perceptions, learning, and beliefs to purchase clothes during the COVID-19 pandemic at the block A clothing wholesale center Tanah Abang Jakarta.

Keywords: Purchase Decision, Motivation, Perception, Learning, Confidence

