

**Pengaruh *Shopping Motivation* dan *Perceived Value* terhadap Keputusan
Pembelian di Toserba Borma Cikutra Bandung.**

ABSTRAK

Berdasarkan studi pendahuluan ditemukan bahwa keputusan pembelian pada konsumen Toserba Borma Cikutra Bandung. Beberapa faktor penyebab yang ditemukan, diduga *Shopping Motivation* dan *Perceived Value* merupakan faktor penting yang paling dominan pengaruhnya. Oleh karenanya masalah yang dirumuskan meliputi : bagaimana *Shopping Motivation* , *Perceived Value* dan keputusan pembelian pada Toserba Borma Cikutra Bandung, bagaimana pengaruh *Shopping Motivation* dan *Perceived Value* secara parsial dan simultan terhadap Keputusan Pembelian pada Toserba Borma Cikutra Bandung. Tujuan penelitian ini adalah untuk mengetahui *Shopping Motivation*, *Perceived Value* dan Keputusan Pembelian pada Toserba Borma Cikutra Bandung, untuk mengetahui besarnya pengaruh *Shopping Motivation* dan *Perceived Value* secara parsial dan simultan terhadap keputusan pembelian di Toserba Borma Cikutra Bandung. Metode penelitian ini menggunakan metode deskriptif dan verifikatif. Populasi dan Sampel dalam penelitian ini adalah seluruh konsumen Toserba Borma Cikutra Bandung. Teknik pengambilan sampel menggunakan metode *non-probability sampling*. Sedangkan metode analisis yang digunakan adalah regresi linier berganda. Program yang digunakan dalam menganalisis data menggunakan SPSS 20. Hasil penelitian menunjukkan bahwa *Shopping Motivation* dan *Perceived Value* dan Keputusan Pembelian dengan kategori baik, terdapat korelasi yang kuat antara *Shopping Motivation* dengan Keputusan Pembelian, korelasi yang sangat kuat antara *Perceived Value* dan Keputusan Pembelian. Pengaruh secara parsial *Shopping Motivation* dan *Perceived Value* terhadap Kinerja Karyawan hipotesisnya diterima. Untuk pengaruh secara simultan *Shopping Motivation* dan *Perceived Value* terhadap keputusan pembelian berpengaruh.

Kata kunci: *Shopping Motivation*, *Perceived Value*, Keputusan Pembelian.

The Influence of Shopping Motivation and Perceived Value of Purchases in Department stores Borma Cikutra Bandung.

ABSTRACT

Based on a preliminary study found that purchasing decisions on Large consumer Borma Cikutra Bandung. Several factors cause found, suspected of Shopping Motivation and Perceived Value is an important factor are the most dominant influence. Therefore the problems formulated include: how Shopping Motivation, Perceived Value and purchase decisions at departemen Stores Borma Cikutra Bandung, how the influence of Shopping Motivation and Perceived Value are partial and simultaneous against Purchase decisions at department stores Borma Cikutra Bandung. The purpose of this research is to know the Shopping Motivation, Perceived Value and purchase decisions at departemen stores Borma Cikutra Bandung, to know the magnitude of the influence of Shopping Motivation and Perceived Value are partial and simultaneous against purchase decisions at Borma Cikutra department stores. This research method using descriptive method and verifikatif. Population and Sample in this research is the entire Large consumer Borma Cikutra Bandung. The technique of sampling method using non-probability sampling. Whereas the methods of analysis used was multiple linear regression. The program used in analyzing the data using SPSS 20. The research results showed that Shopping Motivation and Perceived Value and purchas decisions with both categories, there is a strong correlation between Shopping Motivation with a purchasing decision, a very strong correlation between Perceived Value and Purchasing Decisions. The influence of partially Shopping Motivation and Perceived Value on performance of employees whose hypotheses are accepted. For the simultaneous influence of Shopping Motivation and Perceived Value against influential buying decision.

Keywords: Shopping Motivation, Perceived Value, purchase decisions.