

SUMMARY

Sofi Panduasih, 2013, Psychological Factors Influence on Purchase Decision (Survey on Student Administrative Sciences Department of Business Administration generation of 2010/2011 and 2011/2012 University of Brawijaya). Dr. Srikandi Kumadji, MS., Drs. Wilopo, MAB.

This study aims to determine the factors forming of Psychological and to determine the effect together and Partial Psychological factors (motivation, perception, learning, beliefs and attitudes) of Purchase Decision Structure.

This type of research is explanatory research. Sampel in this study were 102 respondents who are *BlackBerry* users. Methods of data collection using questionnaires. The sampling technique used was purposive sampling technique. Analysis of the data used is descriptive analysis, factor analysis and multiple linear regression analysis. The hypothesis tested was that motivation, perception, learning, beliefs and attitudes are forming Psychological factors that affect the structure of the purchase decision. There are influences together and partially independent variables on the structure of the purchase decision as well as the dominant variable of the structure of purchase decision.

The results showed that motivational variables, variables of perception, learning variables, belief and attitudinal variables jointly have a significant influence on the structure of the purchase decision (Y) with a calculated F value of 20,058 with significant F of 0,000 ($\alpha < 0,05$) and Adjusted R square value of 0,485. The results also indicate that the perception variables (X_2) is the dominant variable on Purchase Decision Structure (Y) as indicated by the regression coefficient b of 2,361, with a t value of 5,569 and significant t of $< 0,000$ research ($\alpha < 0,05$).

The conclusion of this study is to use factor analysis varimax rotation of the 20 indicators included in the rotation of the factors are 5 main factors, namely perception (X_1), learning (X_2), motivation (X_3), attitude (X_4) and beliefs (X_5).

Keywords: Motivation, Perception, Learning, Beliefs Attitudes, Purchase Decision.