

***PERSONAL FACTORS AFFECTING THE DECISION TO
PURCHASE YAMAHA BRAND MOTORCYCLES IN
BENGKALIS COMMUNITY***

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ABSTRACT

This study aims to determine the personal factors that influence purchasing decisions for Yamaha brand motorcycles in the Bengkalis community. This type of research is observational by distributing questionnaires to 100 respondents, the sampling technique in this study was carried out by purposive sampling technique. The results of this study indicate that the decision-making factors for purchasing a Yamaha brand motorcycle from the Age & Life Cycle indicators get a mean score of 4.02 classified in the high class, Jobs get a mean score of 4.02 are classified in the high class, Economic Conditions get a mean score of 3.97 classified in the high class, Lifestyle got a mean score of 3.85 classified in the high class, the last indicator is personality with a score of 3.68 classified in the class. The most dominant personal factor in making a decision to purchase a Yamaha brand motorcycle is work, while the lowest personal factor in making a purchase decision for a Yamaha brand motorcycle is Personality.

Keywords: Personal Factors, Honda Motorcycles, Purchase of Motorcycles.