

**PERSEPTION, MOTIVATION AND ATTITUDES OF CONSUMER TO
PURCHASE DECISION UCENG PRODUCT (*Nemachilus Vasciatus CV*):
(A Case Study Of Small Business Food Sukaria Babadan Wlingi Districs
Blitar)**

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ABSTRACT

The economy of Indonesia is getting rapid, resulting in consumer demand of the product is increasing. Consumers are more selective in choosing products now. one of them is when choosing uceng product, The purpose of this study is (1)perseption, motivation, and attitudes of consumer simultaneously significantly influence to purchase decision uceng product in small business food sukaria babadan wlingi district blitar, (2) perseption, motivation, and attitudes of consumer partially significantly influence to purchase decision uceng product in small business food sukaria babadan wlingi district blitar, (3) the dominant variable affecting the purchase decision uceng product in small business food sukaria babadan wlingi district blitar. The final decision location is small business food sukaria babadan wlingi district blitar. Analytical techniques which used in this research is multiple regression. with samples that are used by 40 respondents. This research was conducted in August until september 2016. Then, from the result of the test can be concluded that: (1) independent variables consisting of consumer perseption, consumer motivation, and consumer attitude in simultaneously significantly influence to dependent variable is the purchase decision. (2) variables consumer motivation partially significantly influence to purchase decision, but variables consumer motivation and consumer attitude not significantly influence to purchase decision. (3) the variable motivation of the products is the dominant variable purchasing decisions affecting product uceng.

Keywords : *Purchase decision, product uceng (*Nemachilus Vasciatus CV*)*