

ABSTRACT

The four-wheeled automotive industry in Bandung and West Java in 2019 experienced a 9% decline in sales compared to last year. Daihatsu's market share in May contributed around 18.6%. Daihatsu's retail sales were still dominated by Sigra with a score of 6,163 units (35%), followed by Ayla 2,540 units (15%), and Xenia 2,533 units (14%). Then followed by other line-ups such as Gran Max Pick up (PU) of 2,512 units (14%), and Terios 1,846 units (11%)

The purpose of this study aims to determine consumer perceptions about the Daihatsu Xenia car, to find out how Daihatsu Xenia's purchasing decisions according to consumer perceptions, to find out how much influence the consumer's perception of Daihatsu Xenia's purchasing decisions in the city of Bandung in 2019.

The research method used is descriptive causal with the type of quantitative research and using data collection methods through questionnaires taking the population of the city of Bandung with a sample of 100 respondents of Daihatsu Xenia Car consumers.

The results and discussion note that consumer perceptions get a value of 75.06% and the purchase decision process get a value of 76.05% both of these variables are in the good / high category. Based on the analysis that has been done, it is obtained that the consumer perception variable has a positive influence on the purchasing decision process.

Keywords: Consumer Perception and Purchasing Decision Process