

ABSTRACT

The growth of Indonesian people's online shopping has increased accompanied by the growth of e-commerce in Indonesia. The fast-growing e-commerce business in Indonesia has led to competition among e-commerce business people, which requires companies to maintain market share. The thing that needs to be considered in responding to this competition is to understand consumer psychology that drives consumers' decisions to buy. The psychological aspects of consumers are perceptions, motivations, and attitudes that influence consumer responses to marketing stimuli.

This study aims to (1) determine consumer responses to perceptions, motivations, and attitudes at market place in Indonesia, (2) find out the influence of perceptions, motivations, and attitudes of consumers on purchasing decisions at market place in Indonesia partially and simultaneously.

The method of data collection in this study used a questionnaire with a number of respondents 385 people. The data analysis technique uses multiple linear regression and testing the research hypothesis using SPSS version 20 software.

The results showed that (1) consumer responses to perceptions were 80.5%, motivation was 82%, and attitudes were 81.4%, with high categories on the continuum line of respondents' responses, (2) perceptions, motivations, and attitudes having positive and significant influence on purchasing decisions at market place in Indonesia partially or simultaneously.

In this study, market place is expected to improve service and response to complaints. In addition, the market place is expected to maintain making promos that follow the current trends. While for further research that will conduct similar research, it is expected to be able to use this model in different fields and be able to add knowledge, belief, and personality variables to produce new knowledge that is more varied in influencing purchasing decisions.

Keywords: Perception; Motivation; Attitude; Purchasing Decision; Market Place