

ABSTRACT

Vespa is an iconic motorcycle scooter in the world since its debut release in 1946. Vespa poses a very long commercial success in the markets and became the most famous icon of style and technology of Italy in the world. Vespa has a very unique and classic design which implies having a headlamp that is made round or square shape, right and left body parts contained protrudes shell which is typical to that of vespa. Purchasing decisions on the Vespa motorcycle is very high where Indonesia is the main market of vespa for Southeast Asia in 2015 with the sale as much as 5,700,000 units more than in Vietnam 2,800,000 units, Thailand 1,600,000 units, Philippines 850,000 units and Malaysia as much as 378,000 units.

This type of research is descriptive quantitative. Primary data which is used in the research is done by using questionnaires. The population in this research is the Piaggio Vespa motorcycle users located in Bandung City with the samples as much as 100 respondents. The results of the questionnaires was processed using Microsoft Excel application 2013 and 22 SPSS For Windows.

The results of the research were obtained based on problem recognition of sub variable 85.50%, on information search of sub variable 76.30%, on evaluation of alternative of sub variable 87.65%, then on the purchase decision of sub variable 75.06% and at the sub variable postpurchase behaviour variables of 77.28%. Overall for purchasing decision variables obtained results of 78.22% are included in the agreement.

Keywords: *Marketing Management, Consumer Behavior, Purchasing Decision*