THE EFFECT OF LIFESTYLE, PERSONALITY, SELF-CONCEPT AND PERCEPTION TOWARDS CONSUMER PURCHASE INTENTION ON PASSENGER CAR TYPE: A STUDY OF JABODETABEK CONSUMERS

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**Failure to submit the Revised Thesis Work on scheduled time may result
in the ineligibility to graduate from SGU**

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

THE EFFECT OF LIFESTYLE, PERSONALITY, SELF-CONCEPT AND PERCEPTION TOWARDS CONSUMER PURCHASE INTENTION ON PASSENGER CAR TYPE: A STUDY OF JABODETABEK CONSUMERS

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Purchase intention or the intent to use is a behavioral intention of a person, which enables a person to decide and use a particular product or service. Implementation of purchase intention increasingly popular due to a changed in consumer behavior. In Indonesia, consumer tend to purchase a car based on their preferences, as a part of their self-actualization, and as a part of the designation of identity. The purpose of this research is to discover whether Lifestyle, Personality, Self-Concept and Perception can simultaneously influence consumer purchase intention towards the type of passenger car in JABODETABEK. This study uses a quantitative method and collect the information from people who already have a car or have a plan to buy a car who live in JABODETABEK between the ages of 22 - >55 using sampling method and questionnaires. The result indicates that Self-Concept and Perception have a significant effect on purchase intention. However, Lifestyle and Personality does not have a significant effect on purchase intention. Therefore, there are several recommendations for car dealers and companies that will be discussed in this research.

Keywords: Consumer Behavior, Purchase Intention, Lifestyle, Personality, Self-Concept, Perception.

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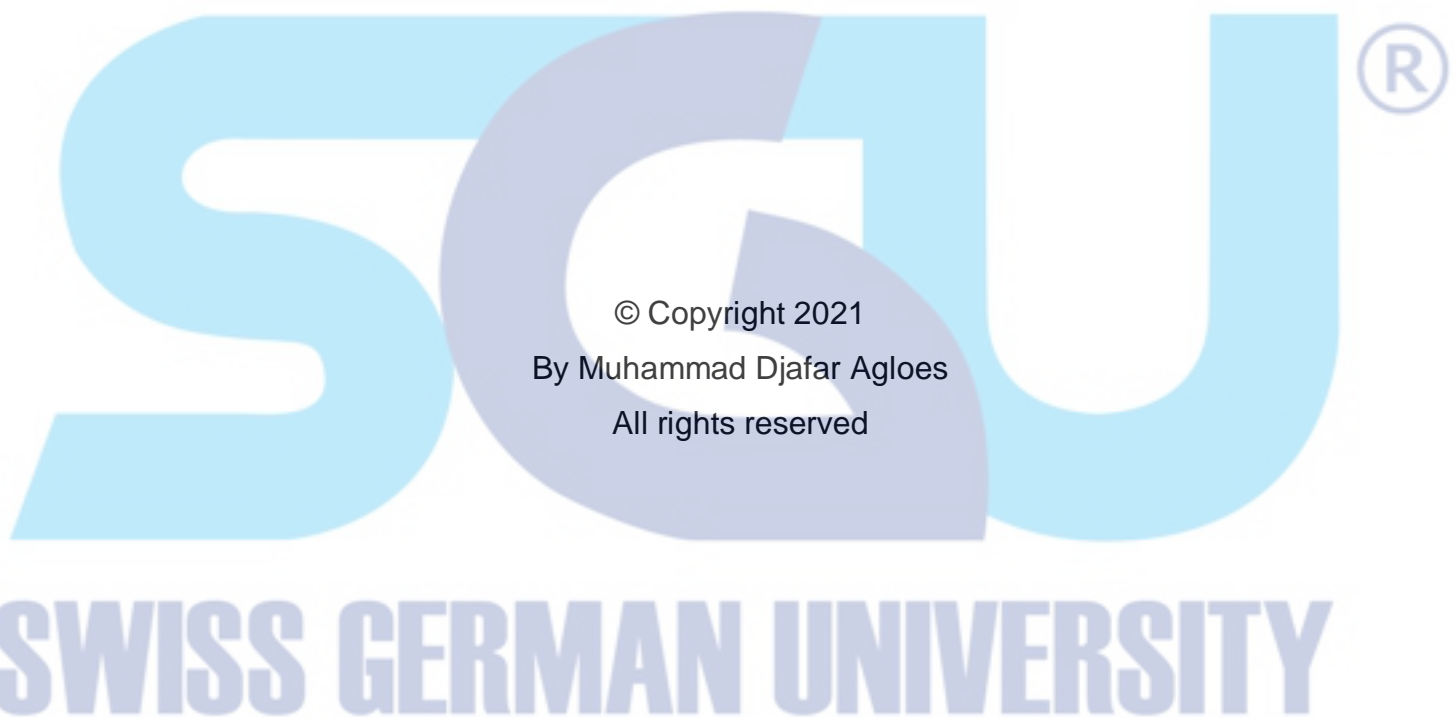
DEDICATION

I dedicate this work to my beloved parents who given me will and strength to finish my research. My advisor Mr. Fiter Abadi through his endless guidance and patience has led me to finish this research. Indonesia's automotive industry especially car industry which always fascinates me.

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