

**PENGARUH FAKTOR INTENAL DAN EKSTERNAL TERHADAP
KEPUTUSAN PEMBELIAN PRODUK MOTORKU DI PT. WOM
FINANCE JOMBANG**

ABSTRAK

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Penelitian ini bertujuan untuk menguji dan menjelaskan pengaruh Faktor Internal dan Eksternal terhadap Keputusan Pembelian produk Motorku di PT.Wom finance Jombang. Penelitian ini menggunakan metode penelitian eksplanatory yang dilaksanakan melalui pengumpulan data di lapangan yang berupa penyebaran angket / kuesioner. Populasi dan sampel penelitian adalah nasabah Aktif PT.Wom Finance Jombang sebanyak 100 responden, analisa data yang di gunakan dengan menggunakan metode analisis deskriptif , regresi linier berganda dan uji hipotesis. Berdasarkan hasil penelitian menunjukkan bahwa 1) Faktor internal berpengaruh signifikan terhadap keputusan pembelian produk Motorku di PT. Wom finance Jombang.2) Faktor eksternal berpengaruh signifikan terhadap keputusan pembelian produk Motorku di PT. Wom finance Jombang. 3) Faktor internal dan eksternal berpengaruh secara simultan terhadap keputusan pembelian produk Motorku di PT. Wom finance Jombang.

Kata Kunci : *Faktor internal, Faktor eksternal dan keputusan pembelian.*

**THE INFLUENCE OF INTERNAL FACTORS AND EXTERNAL
FACTORS ON THE DECISION TO PURCHASE MY PRODUCT AT PT.
WOM FINANCE JOMBANG**

ABSTRACT

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This study aims to test and explain the influence of Internal and External Factors on Purchase Decision Motorku products in PT.Wom finance Jombang. This research uses exploratory research method which is conducted through data collection in the field in the form of questionnaire / questionnaire. The population and sample of the research are PT.Wom Finance Jombang's Active customers as much as 100 respondents, data analysis used by descriptive analysis method, multiple linear regression and hypothesis test. Based on the results of research indicate that 1) Internal factors significantly influence the purchasing decision of Motorku products in PT. Wom finance Jombang.2) External factors have significant effect on purchasing decision of Motorku product in PT. Wom finance Jombang. 3) Factors intal and external effect simultaneously to the decision to purchase Motorku products in PT. Wom finance Jombang.

Keywords: *Internal factors, external factors and purchasing decisions.*