# ABSTRACT

Developments in technology high sufficient against growth in various business fields, the business community is required to observe the times. One of the field that is growing rapidly in the automotive sector, especially motorcycles. The increasing needs, causing the second option purchase. Second-hand motorcycle be a consumer choice to reduce spending. The purpose of this study to determine the factors that influence purchasing decisions second-hand motorcycles in Citra Motor and to determine the most dominant factor influencing purchasing decisions used motorcycles in Citra Motor.

The research method in this research is quantitative method with data analysis techniques using factor analysis. The sampling technique in this research is nonprobability sampling with incidental sampling as a sampling technique. Questionnaires were distributed to 50 respondents that are second-hand motorcycle buyers in Citra Motor showroom. This research using Principal Component Analysis (PCA) to perform data analysis.

The results of of this research shows that there are six subfactors formed from the process of factor analysis, that are product choice 97%, dealer choice 92.5%, payment method 92.2%, brand choice 89.8%, purchase timing 88% and purchase amount 87.5%. The most subfactor dominant is product choice with a factor loading value of 97%.

Keywords: purchase decision, product choice, brand choice, dealer choice, purchase amount, purchase timing, payment method