

The Influence of Consumer Motivation, Consumer Personality, and Consumer Perception of Consumer Decisions in Using Laundry Services

Achiruddin Siregar¹, Dra. Tulus Rohana², Budi Hartoyo³

^{1,3}Department of Management, STIE ITMI Medan North Sumatera, Indonesia

²Department of Management, STIM SUKMA Medan North Sumatera, Indonesia

Corresponding Author: Achiruddin Siregar

ABSTRACT

This study aims to determine the effect of motivation, personality and consumer perceptions of consumer decisions using laundry services. The data used are primary data and secondary data. Primary data obtained from the results of filling out questionnaires and secondary data obtained from the results of documentation studies of literature books, journals and internet pages. The population in this study was the people of Medan Selayang District who used Laundry Kilo services with an unknown population. The number of samples is 97 people. The data analysis method used is multiple linear regression analysis. The sampling technique uses purposive sampling technique. Testing the hypothesis by using a 5% significance level. The results showed that personality variables had a positive and not significant effect, the motivation variable had a positive and significant effect and the perception variable had a positive and significant effect on consumers' decisions to use laundry services in Selayang Medan.

Keywords: Consumer Motivation, Consumer Personality, Consumer Perception, and Consumer Decisions

INTRODUCTION

Laundry is one part of the service business. According to Shite (1996) laundry is "the washing process using wet media with water, in the sense that the textile will get wet with water". Laundry service is a washing process to remove stains and dirt. Dirt or commonly called dirt is a stain that is not expected in textiles or other surfaces. This laundry business, which was originally called laundry, has shown good prospects. In today's modern language, clothes laundering are better known as laundry & dry clean, clothes are cleaned using special chemical liquids that can clean and remove dirt in clothing without being washed as usual. This type of business, which used to only be done in luxury hotels for guest

facilities, began to mushroom in the 1900s, since the start of the franchise system from abroad. That is, people who use laundry services only come from upper class people or just rich people. This is based on the fact that in the past, people who had quality clothes were people from the middle class.

However, now, laundry services are not only for the elite and executives, but also for non-elite groups, such as students, the general public, and employees. In addition, laundry services also provide special services to these groups, namely the typical savings of boarding children.

The majority of these migrants (school children who do not live with their parents from various cities in Indonesia) prefer to use laundry services rather than

washing their own clothes. The habit of washing in laundry can also describe lifestyle changes among students who do not live with their parents. Not only students, workers and office workers also use laundry services.

Saver-style laundry kids boarding is a type of laundry business. In this case, the unit used is kilo. Consumers only need to pay starting from Rp. 5,000 to Rp. 18,000 per kilogram of clothes that are entered into the laundry service. This price is not too expensive for boarding children (pre-research on students or employees). In addition to students, there are also many career women in the city so that the affairs and homework are not included in their daily home work agenda.

According to the survey results in a daily newspaper, the biggest market share of laundry is students with a percentage of around 48%, 32% workers, 16% households, and others as much as 4%. in general, students choose a laundry service with the reason "not having time" to just wash clothes. This reason makes the laundry business have a bright prospect (www.trullyjogja.com).

They prioritize customer satisfaction, even remote shuttle services even for free. Services like this really help all those who use laundry services. His clothes are kept clean without disturbing other work. The thing that most consumers like is the time to do it, three hours have been completed and can be taken, some can be finished one day, some can be completed a week, depending on the wishes of consumers. By providing many service options, consumers who come are quite crowded. In addition to good service, the issue of trust is also very important, No wonder that many customers come to use their services to clean their expensive clothes.

In Indonesia, most laundry services are located in shop houses (home stores) or private homes. The facilities offered are many and are usually almost the same between one laundry service and other

laundry services, namely the use of special and branded irons, service for picking up clothes using a motorbike, using perfume and quality clothes deodorizers, and so on.

In big cities, we can predict by counting population with professional backgrounds and activities that allow them not to have much time to wash clothes. For a moment, we can calculate by listening to the angkadi number of the city of Jakarta which has a population of around 8 million or approximately 2 million heads of households, predicted only less than 0.5% touched by laundry services. In 2007, the number increased slightly compared to the previous year's figure which was estimated to be around 5,000 households (<http://bintang-laundry.blogspot.com/tahun2011>).

In addition, many laundry services have sprung up in the city of Medan, to meet the needs of consumers in the middle and lower classes. In addition to facilitating people who need washing services, this laundry business also brings considerable profits. Solid routine to the reluctance of people to wash and dry their clothes due to extreme weather factors, making laundry services a solution. Laundry and dry cleaning services are here to spoil the community, especially in urban areas

Therefore, the laundry business is a promising business because of the lifestyle of people who want to be very practical and do not want to waste time doing homework like washing. Practical lifestyle in accordance with the financial condition of this community, by spending a certain amount of money they can get clothes that are clean and fragrant. Various home supplies such as curtains, blankets and bed covers can be clean and fragrant in a short time. Consumers no longer need to think about the clothes left at work. They left to deliver, the next day or after, the clothes were ready to use again.

Meeting the needs of clean clothes is the biggest motivation for consumers so they decide to choose a laundry service. Motivation is very important because

motivation is the willingness to issue a high level of effort towards the goals to be achieved to meet an individual need of Setiadi (2003: 94). Meeting these needs must be in accordance with the financial conditions and income generated by consumers. The price offered by Kilo laundry is relatively cheap and can be reached by consumers who are at the middle economic level. Laundry services continue to make strategies to make consumers' perception that using laundry services is more profitable, saving time and money because they only spend no more than Rp. 5,000 per kilogram of dirty clothes to be washed in the laundry.

Besides the motivation to base someone to make a purchase decision will also be influenced by their perception of what they want. Consumers will show their behavior after making a perception of what decisions will be taken in buying a service. Perception is a complex process. Etymologically perceptions come from Latin perceptio which means to accept or take. Perception is the process by which we choose, organize, and translate information input to create a meaningful picture of the world, Kotler and Keller (2009: 179). Laundry companies carry out various strategies to build consumer perceptions that

clothes that use laundry services are neater, cleaner, and more fragrant than washing themselves, and the perception that using laundry services is common and prevalent in today's society. Consumer perceptions continue to be built by laundry companies using promotions and continue to convince consumers with the advantages of using laundry services. Promotions carried out are accompanied by providing maximum service quality, so consumers are very sure to choose laundry services.

Consumers will make decisions after understanding the problem of their needs. In making decisions consumers will take appropriate actions to achieve these goals. Purchasing decisions according to Schiffman and Kanuk (2000: 437) are "the selection of options from two or alternative choices". Can be interpreted, a purchase decision is a decision of a person where he chooses one of several alternative choices. Buying decisions are influenced by personal characteristics. Every person has a different personality that affects the behavior of buyers, personality is a different psychological characteristic of a person that causes a relatively consistent and long-lasting response to the environment.

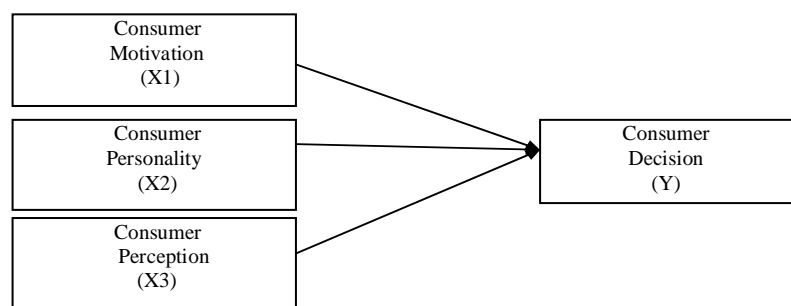


Figure 1. Conceptual Framework

Hypothesis

Based on the conceptual framework, the research hypothesis is formulated as follows:

1. Consumer motivation has a positive and significant effect on consumer decisions in using laundry services.
2. Consumer personality has a positive and significant effect on consumer decisions in using laundry services.
3. Consumer perceptions have a positive and significant effect on consumer decisions in using laundry services.

4. Consumer motivation, Consumer Personality and Consumer Perception have a positive and significant effect on consumer decisions in using laundry services.

MATERIAL AND METHODS

The research used in this study is a type of associative research. According to Sugiyono (2008: 55) associative research is research that connects two or more variables.

Population is the whole group of people, or things of interest to be studied (Sekaran, 2006: 121). The population in this study is the people in Medan Selayang District who use the laundry service kilo. The sample is a subset of population units, the sample size that is feasible to use is 30-500 respondents). Because the community of Medan Selayang sub-district that uses the kilo laundry service is unknown, so to determine the number of used formulas.

The sampling technique uses purposive sampling method. Purposive sampling is a technique of determining samples with special consideration, so that they are worthy to be sampled. The sample in this study was the community of Medan Selayang Subdistrict who had used kilo laundry services. The sampling technique is to wait for consumers in the laundry place and visit directly to the homes of people who have used kilo laundry services. The researcher determines the samples taken which are users of laundry services in Medan Selayang District.

The types and sources of data used in this study are Primary Data. Primary data is data obtained directly from the object under study and for the interest of the study concerned. Primary data is obtained by giving questionnaires and conducting interviews. Secondary data is data obtained through document studies by studying various writings through books, journals, tabloids, or internet sites to support research.

RESULTS AND DISCUSSION

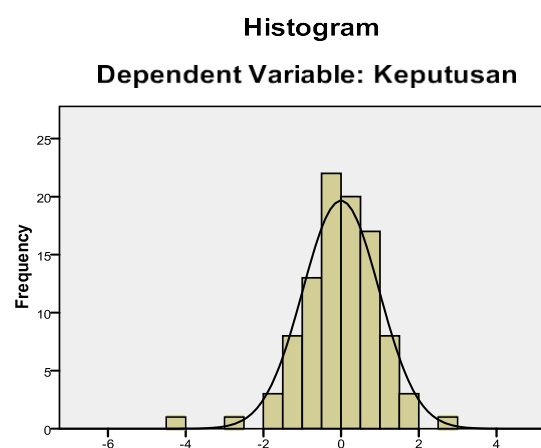
Classic assumption test

Normality test

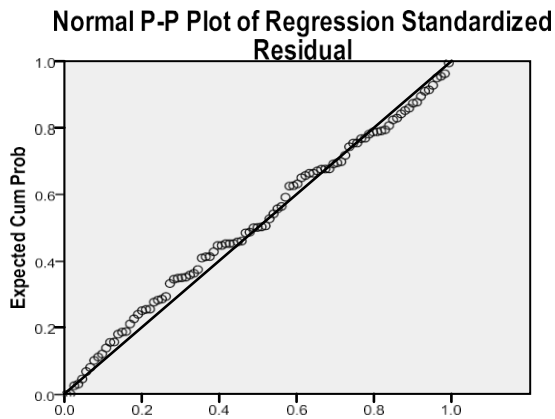
The normality test aims to test whether in the regression model, the confounding or residual variables are normally distributed. There are two ways to detect whether residuals are normally distributed or not, that is by graph analysis and statistical tests. To see the residual normality the writer analyzes a histogram graph that compares the observation data with a distribution that approaches a normal distribution and also analyzes the probability of a plot that compares the cumulative distribution and normal distribution.

Hypothesis:

1. If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows the pattern of normal distribution, then the regression model meets the assumption of normality.
2. If the data spreads far from the diagonal line and or does not follow the direction of the diagonal line or the histogram graph shows the normal distribution pattern, then the regression model does not meet the assumption of normality.



In the Histogram graph, it can be seen that the data is shaped like a bell, this means that the regression model is normally distributed.



From the picture, it can be seen that the data (dots) spread around the diagonal line and follow the direction of the diagonal line. Therefore, based on the picture, it can be concluded that the data has met the normality test. Ascertain whether the data along the diagonal line is normally distributed, the Kolmogorov Smirnov test (1 KS sample) is carried out by looking at residual data whether it is normally distributed (Situmorang, 2011: 105).

Determine decision criteria:

1. If the value of Asymp. Sig (2-tailed) > 0.05 then there is no interference with normal distribution.
2. If the value of Asymp. Sig (2-tailed) < 0.05 then experiencing a disruption of normal distribution.

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.81920379
Most Extreme Absolute Differences	Positive	.065
	Negative	-.065
	Kolmogorov-Smirnov Z	.640
	Asymp. Sig. (2-tailed)	.807

a. Test distribution is Normal.

b. Calculated from data.

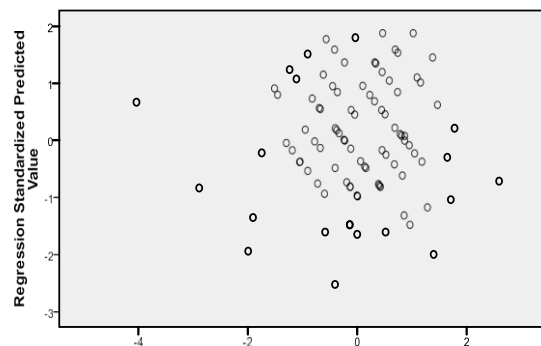
In Table 4.6 shows that Asymp. Sig (2-tailed) is 0.807 and above a significant value (0.05), in other words the residual variable is normally distributed.

Heteroscedasticity Test

The Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of other observations. If the variance of one residual one observation to another observation remains, there will be homoscedasticity if it is different then it is called heteroscedasticity. A good regression model is not heteroscedasticity (Situmorang, 2010: 100).

From the Scatterplot graph presented, it appears that the points spread randomly do not form a clear pattern and are spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model.

Scatterplot



Glejser model

Determine decision criteria:

1. If the significant value is > 0.05 then there is no heteroscedasticity disorder.
2. If the value is significant < 0.05 then there is a disorder of heteroscedasticity.

Table 2. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.935	.727		2.660	.009
Motivation	-.022	.062	-.047	-.352	.726
Personality	-.067	.050	-.166	-1.335	.185
Perception	.072	.064	.150	1.127	.263

a. Dependent Variable: absut

Source: SPSS data

From Table 2 it can be seen that the significant values of all independent variables, namely personal, motive, and perception, are greater than 0.05, which means that all variables are not affected by heteroscedasticity.

Multicollinearity Test

Multicollinearity test aims to examine the correlation between independent variables.

If a correlation occurs, it is called multicollinearity, which is the problem of multicollinearity. A good regression model should not occur between independent correlations.

Table 3. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	6.692	1.124		5.956	.000		
Motivation	.247	.096	.269	2.574	.012	.595	1.680
Personality	.094	.078	.118	1.204	.232	.680	1.471
Perception	.327	.099	.349	3.311	.017	.588	1.701

Source: SPSS data

The guideline for a regression model that is multicollinearity is by looking at Variance Inflation Factor (VIF) > 5, there is a multicollinearity problem, and if VIF < 5, there is no multicollinearity problem, and if tolerance > 0.1 then there is no multicollinearity problem. In Table 4.8 it can be seen that the VIF value < 5 and tolerance > 0.1 then there is no problem with multicollinearity in this study.

Multiple Linear Analysis

Multiple regression analysis is intended to determine the linear relationship between

several independent variables, namely personal variables, motivation, and perceptions with the dependent variable. Linear means the assumption of a relationship in the form of a straight line between variables. The regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Multiple linear analysis in this study used the SPSS version 16.0 program which can be seen in Table 4.9:

Table 4. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.692	1.124		5.956	.000
Motivation	.247	.096	.269	2.574	.012
Personality	.094	.078	.118	1.204	.232
Perception	.327	.099	.349	3.311	.017

Processing multiple regression shown in table 4.9, the results of multiple regression are obtained as follows:

$$Y = 6.692 + 0.327X_1 + 0.247X_2 + 0.094X_3 + e$$

Coefficient of Determination (R²)

The Coefficient of Determination (R²) is used to measure how far the ability of the model to explain the independent variables consisting of personal, motivation, and perceptions of consumer decision variables.

If the Determination Coefficient (R²) gets bigger (close to one) shows the better the ability of X to explain Y where 0 < (R²) < 1. Conversely, if (R²) gets smaller (close to zero), it can be said that the effect of

independent variables is small on dependent variable.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627 ^a	.393	.374	1.84831

a. Predictors: (Constant), Motivation, Personality, Perception

b. Dependent Variable: Decision

Source: SPSS data

Based on Table 5 it can be seen that: R = 0, 627 means the relationship between motivation variables (X1), personality (X2), and perception (X3) on consumer decisions (Y) of 62.7%. This means that the relationship between variables is tight. Adjusted R Square of 0.374 means that only 37, 4% of the decision variables can be explained by personal variables, motivation, and perceptions while the remaining 62.6% can be explained by other variables not discussed in this study.

Table 6. ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	205.958	3	68.653	20.096	.000 ^a
	Residual	317.712	93	3.416		
	Total	523.670	96			

a. Predictors: (Constant), Motivation, Personality, Perception

b. Dependent Variable: Decision

Source: SPSS data

In Table 6, it can be seen that the results of Fcount in column F are equal to 20,096 with a significant level = 0,000 greater than Ftable which is 3,77 with $\alpha = 5\%$. Or in other words $F_{count} > F_{table}$ ($20,096 > 3,77$). Based on hypothesis testing criteria if $F_{count} > F_{table}$ then H_0 is rejected, meaning that simultaneously there is a positive and significant influence of Motivation (X1), Personality (X2), and perception (X3) variables on Consumer Decision variables.

Partial Significant Test (Test - t)

The t test is carried out to test partially whether the independent variables consisting of Personal variables (X1), Motivation (X2), and Perception (X3) have a significant influence on Consumer Decisions (Y).

The hypothesis model that will be used is as follows:

Hypothesis Testing

Simultaneous Significant Test (Test - F)

The F test was conducted to test whether the Motivation (X1), Personality (X2), and Perception (X3) jointly or simultaneously had a significant influence on consumer decisions using kilo laundry services. The hypothesis model used in this F Test is as follows:

$H_0: b_1 = b_2 = b_3 = 0$, meaning that together there is no positive and significant effect of the independent variable (X1, X2, X3,) on the dependent variable (Y).

$H_0: b_1 \neq b_2 \neq b_3 \neq 0$, This means that simultaneously there is a positive and significant effect of the independent variable (X1 X2, X3,) on the dependent variable (Y).

If $H_0: b_1 = b_2 = b_3 = 0$, it means that the independent variables consisting of Motivation (X1), Personality (X2), and perception (X3) partially do not significantly influence Consumer Decision (Y) as the dependent variable.

If $H_0: b_1 \neq b_2 \neq b_3 \neq 0$, it means that the independent variable partially has a positive effect on the dependent variable. Independent variables consisting of Motivation (X1), Personality (X2), and perception (X3) partially have a significant effect on Consumer Decision (Y) as the dependent variable.

Decision criteria:

H_0 is accepted if $t_{count} < t_{table}$ at $\alpha = 5\%$

H_0 is rejected if $t_{hitung} > t_{table}$ at $\alpha = 5\%$

The tcount will be obtained using SPSS 16.0 for Windows software, then it will be compared with the ttable value at the level of $\alpha = 5\%$ which is 1,986.

Table 7. Partial Test (t Test)

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	6.692	1.124		5.956	.000
Motivation	.247	.096	.269	2.574	.012
Personality	.094	.078	.118	1.204	.232
Perception	.327	.099	.349	3.311	.017

a. Dependent Variable: Decision

Based on Table 7, it can be seen that:

1. Motivation Variables (X1)

Tcount > t table (2,574 > 1,986) and significant value < 0,05 (0,012 < 0,05) so that it can be concluded that the motivation variable has a positive and significant effect partially on Consumer Decisions using kilo laundry services in Medan Selayang District.

2. Personality Variables (X2)

Tcount < ttable (1,204 < 1,986) and significant value > 0.05 (0,232 > 0,05) so that it can be concluded that the personal variables partially have an effect but not significantly on Consumer Decisions using kilo laundry services in Medan Selayang District. The meaning is that personal variables have an influence but are so small that they can be said to be meaningless.

3. Perception Variables (X3)

Tcount > t table (3.311 > 1.986) and significant value < 0.05 (0.017 < 0.05) so that it can be concluded that the perception variable has a positive and significant effect on Consumer Decisions using kilo laundry services in Medan Selayang District.

DISCUSSION

The Influence Consumer Motivation on Consumer Decisions in Using Laundry Services.

Motivation is a need with strong pressure that encourages someone to seek satisfaction for those needs. Motivation is a sufficient need to be able to encourage someone to act. Someone has many needs at a certain time. In marketing, perception is more important than reality, because of perceptions that affect the actual behavior of consumers. People can have different perceptions about the same object because there is a process of understanding, namely by the process of understanding selective

attention. Selective attention is the allocation of processing capacity to several stimuli. Selective attention means that marketers must work hard to attract consumer attention. For example, marketers try to promote their offer intrusively to avoid selective attention filters. Based on the distribution of answers given by 97 respondents, the statement that best supports Consumer Decisions using kilo laundry services is statements one, two, five, six, and nine, among others;

Based on the first statement regarding employment, the majority of respondents answered agreeing with a value of 57%. This indicates that consumers have a positive response to the statement that work that is too dense requires the use of kilo laundry services, so this statement can affect consumers in making decisions using the laundry service kilo. This is in line with Swastha and Handoko (2000: 10) saying consumer behavior (consumer behavior) as the activities of individuals who are directly involved in obtaining and using goods and services, including the decision making process in preparation and determining activities certain activities. Based on the second statement regarding the state of the economy the majority of respondents answered agreeing with a value of 39%. This indicates that consumers have a positive response to the statement that the financial condition is quite good, making it possible to use the kilo laundry service. So that this statement can influence consumer decisions in using kilo laundry services. Based on the fifth statement with the motivation variable regarding meeting the needs of the majority of respondents answering after the laundry budget meeting my need for a quick solution with a value of 63%. In this case the consumer has a very

good response regarding laundry services meeting my needs for a quick solution. So that this statement can affect consumers in using laundry services. Based on the sixth statement regarding low prices the majority of respondents answered agreeing with a value of 47%. In this statement consumers have a positive response. This indicates that cheap prices make me choose kilo laundry services.

Overcrowded work requires you to use the kilo laundry service. The financial condition is quite good, making it possible to use the kilo laundry service. Kilo laundry services meet my needs for fast settlement. Cheap price makes me choose kilo laundry service. The quality of clothes is clean and neat by using laundry services compared to washing yourself.

Based on a review of descriptive data obtained information that motivational factors can directly influence consumers in making consumer decisions using kilo laundry services, because the majority of respondents in this variable answer agree in the statement.

The Influence of Consumer Personality on Consumer Decisions in Using Laundry Services

Personal factors are a psychological characteristic of someone who is different from others which causes a relatively consistent and long-lasting response to the environment. Marketers try to identify groups of workers who have interests above average for certain products and services. So that someone's work will affect the goods and services they buy.

A person's economic situation consists of income that can be spent (level, stability, and pattern), savings and assets (including percentages that are easy to make money), the ability to borrow and attitude towards issuing opponents to saving. Lifestyle also reflects something behind one's social class. Lifestyle also shows how they spend and allocate their money to a product and service. The income of each individual is different, and the amount of income does not affect the decisions of

consumers using kilo laundry services. Some respondents chose to wash their own clothes even though their income made it possible to use kilo laundry services.

On this personal factor, the respondent's answer did not affect the consumers' decision to use the laundry service. This is due to the different characteristics of each individual, seen from the answers to the questionnaires that have been distributed. The first statement of the respondents answered agree 57%, meaning the respondents chose kilo laundry because their work was too crowded, so they did not have time to wash clothes. And no respondent answered strongly disagree. For the statements of the two respondents, agreeing with the statement of financial condition that is quite good, it is possible to use the kilo laundry service with a percentage of 39% of respondents who disagree is 12%, meaning that some respondents whose financial conditions are quite good are more satisfied with the results of their laundry. The third statement of the respondents answered that they agreed with a percentage of 41%, meaning that some respondents agreed with the statement that washing-up was very tiring, making me choose the kilo laundry service. Respondents who answered strongly disagree with a percentage of 1%, meaning that some respondents washing their own clothes is a common thing to do. The fourth statement, which is using kilo laundry services, shows my practical personality, respondents answered disagreeing with a percentage of 44%. This means that some respondents feel washing clothes is a light and not troublesome job. Respondents who answered strongly agree with a percentage of 6% means that only a few respondents who strongly agree that using laundry services shows their practical personality. Based on a review of descriptive data obtained information that personal factors can directly influence consumers in making decisions to use the laundry service kilo, because the majority of respondents in this variable answer agree in the statement.

The Influence of Consumer Perception on Consumer Decisions in Using Laundry Services

Perception is the quality of clean and neat clothes by using laundry services compared to washing yourself regarding perceptions of quality. The majority of respondents answered disagree with a value of 36%. In this case the consumer has a negative response to the decision of consumers using the laundry service kilo.

Based on the tenth statement, namely the promotion carried out by the laundry party, I made kiloan laundry services regarding the perception of promotion. The majority of respondents answered doubtfully with a value of 35%. This indicates that consumers lack trust in the promotions submitted by the laundry. Based on the eleventh statement, I believe in the promises made by laundry kilo regarding perceptions of consumers' past experiences. The majority of respondents answered doubtfully with a score of 48%. This indicates that consumers have a poor response because consumers have lost goods. Based on the twelfth statement regarding the variable consumer decision, I realized that I really needed a kilo laundry service regarding the introduction of needs. The majority of respondents answered agree with a value of 36%. This indicates that consumers have a positive response to consumer decisions in using laundry services.

Based on the thirteenth statement regarding consumer decision variables, namely with the statement I am looking for information before using the kiloan laundry service regarding information retrieval. The majority of respondents answered agree with a value of 48%. This indicates that consumers have a positive response to consumer decisions using kilo laundry services.

Based on the fourteenth statement regarding the variable consumer decision, I consider various information before using the kiloan laundry service regarding alternative evaluations. The majority of

respondents answered agree with a value of 51%. This indicates that consumers have a positive response to consumer decisions using kilo laundry services.

Based on the fifteenth statement regarding the variables of consumer decisions, namely using kilo laundry services are the right choice for washing use regarding the accuracy of purchasing decisions. The majority of respondents answered doubtfully with a value of 31%. This indicates that consumers have a poor response to consumer decisions using kilo laundry services.

CONCLUSIONS

1. Motivation and perception are equally positive and significant effect on Consumer Decisions using kilo laundry services in Medan Selayang District. This means that the respondents were more motivated by the motivation of the laundry kilo who managed to offer a cheap price and the respondents perceived the low price they could get clean, fragrant, and neat clothes with a fast time. In addition to low prices, good service can also make respondents choose to use laundry services.
2. Influential personality is very weak even though it is positive and not significant towards Consumer Decisions using kilo laundry services in Medan Selayang District. Because according to some respondents consisting of students and employees, washing themselves is cleaner than using kilo laundry services even though the consumer's financial condition is quite good. For consumers who have a solid job, also take time to wash because they are more confident with the results of their own laundry than using the laundry service kilo.
3. Taken together motivation, personality and perception have a positive and significant effect on consumer decisions in using laundry services.

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