

Abstract

To be successfully in a value-conscious environment, sellers must stress the value of their offerings. One value-based strategy involves emphasizing the value of acquiring the product that known as acquisition value. Sellers can increase acquisition value perceptions by enhancing buyer's perceptions of the product's quality or benefit relative to the selling price include of buyer's perceive transaction value. The influences of buyer's perception of quality, perceived Internal price reference and perceived transaction value on buyer's perceived acquisition value and it's impact on their willingness to buy of Secutis Matic motor cycle in Yogyakarta have been researched. This research use Structural Equation Modeling (SEM) to test the four hypothesis proposed. The results show there are a positive relationship between buyer's perception of quality and perceived acquisition value, a positive relationship between buyer's perceived transaction value and perceived acquisition value, a positive relationship between buyer's perceived acquisition value and their willingness to buy, and a positive relationship between buyer's perceived transaction with their willingness to buy. Key Words: perception of quality, perceived Internal price, perceived transaction value, perceived acquisition value, and willingness to buy