

ABSTRACT

THE INFLUENCE OF FAMILY, REFERENCE GROUPS, ROLES AND STATUS AGAINST PURCHASE DECISION (Study In Consumer Tapis Fitri Bandar Lampung)

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The purpose of this study was to determine the influence of family, reference groups and the role and status of the filter fabric purchasing decisions in Bandar Lampung. This research uses explanatory research using quantitative approach. The population of this study is that consumers filter fabric Boutique Fitri, the sample size of 40 people. Determination of the sample in this study using the formula Roscoe, where the sum of all variables multiplied by ten. Test the hypothesis on this research in the form of a T-test, F-test, and the test of R^2 by using SPSS software analysis tool.

The results of this study are partially family and reference groups have significant influence on purchasing decisions, and the role and status does not significantly influence the purchase decision. Meanwhile, simultaneously, family variables, the reference group and the role and status significantly influence purchasing decisions filter fabric in Bandar Lampung.

Key word: Social factors, Family, Reference Groups, Roles and Status, Purchase Decision, Traditional Cloth, Tapis.