

ABSTRACT

**THE IMPLICATION OF PRODUCT ATTRIBUTES, REFERENCE GROUP,
LIFESTYLE AND WORD OF MOUTH OF THE DECISION THE
PURCHASE OF GEMSTONE
(STUDY ON THE BUYER GEMSTONE IN A SALES CENTER
GEMSTONE THE MARKET CENTER CITY OF BANDAR LAMPUNG)**

By

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The purpose of this research is to know the implications of product attributes, reference group, lifestyle and word of mouth against purchasing decision gemstone. The respondents in this study was the buyer of the gemstone in sales center gemstone middle market city of Bandar Lampung. The benefits of this research are expected to provide input on the employers as well as consumers of stone rings in managing the business potential of the stone ring that became a phenomenon of the moment. This research data analysis using multiple regression with SPSS 16 test tool.

The result of this research shows that attributes the product (X1), reference group (X2), lifestyle (X3), and word of mouth (X4) influential positive in the decision of the purchase of stone ring (Y). The results of the f said that the variable X1 , X2 , X3 , and jointly X4 influence significantly on variables Y .

Keyword: product attributes , reference group , lifestyle , word of mouth and the purchase decision