

## **ABSTRACT**

### ***THE INTEREST IN BUYING CEKER BRONTAK WHICH IS INFLUENCED BY REFERENCE GROUP, ATTITUDE AND LIFE STYLE IN THE INTERNET ERA***

***By***

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*The purpose of this study to determine the effect of reference group, attitude, and life style towards buying interest of Ceker Brontak in the internet era. Samples in this study are 60 respondents. Sampling technique uses purposive sampling. Respondents in this study are lampung university students who knows Ceker Brontak. The data is analyzed by using multiple linear regression analysis. Result of testing shows that partially and simultaneously reference group, attitude, and life style variables significantly influence the buying interest. Sugestion for future studies, other variables should added be to support in creating the interest in buying Ceker Brontak.*

*Keywords : Reference Group, Attitude, Life Style And Buying Interest.*