ABSTRACT

THE INFLUENCE OF SOCIOECONOMIC STATUS OF STUDENTS AGAINST BRAND SWITCHING BEHAVIOR ON MOBILE PHONE

By

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This research aims to find out and analyze the influence of socioeconomic status of students against the brand switching behavior on a mobile phone on a student majoring in Sociology, Faculty of social and political sciences of the University of Lampung. The approach in this research is quantitative primary research strategies in the survey with a questionnaire as a tool of measurement research. Respondents in this study amounted to 68 people, the determination of the sample in this study using random sampling techniques. The analysis of the data used in this study uses regression and correlation analysis. The results showed: (1) There is the influence of social economic status among students with the brand switching behavior on a mobile phone but the influence on the level of weakness. 50% of respondents are not affected by the prestige that are on cell phones but rather uses a cell phone. (2) many of the students who become the respondents do not have excess consumption patterns, or just something to consume goods or services which only they need, more than 50% of the respondents are on moderate consumption patterns or have no tendency to conspicuous consumption patterns. as well as the type and uses a cell phone. (3) based on the results of the analysis of the correlation, there is a significant relationship between socio-economic status of the elderly with the brand switching behavior on mobile phones and the results are 0.038 with significance 0.011 on the level of correlation is weak. That is, the Although there is a significant relationship but relationship between socioeconomic status of the elderly with the behavior of the turn of the brand on the Sociology student less closely.

Keywords: Socioeconomic Status, Brand Switching Behavior, Mobile Phone