

ABSTRACT

ANALYSIS OF DECISION ON CONSUMER BEHAVIOR TO CHOOSE SPORTS AND BILLIARD ARENA IN GLOW BILLIARD AND LOUNGE SIMPUR CENTER IN BANDARLAMPUNG

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Glow Billiards and Lounge Simpura Center is a company engaged in the service provider billiard sports. In marketing its products and services did not escape the problem of the occurrence of fluctuations in the number of visitors that happen every month, one of the reasons is for its management is still less understand the behavior of consumers. The problem raised is whether external factors consisting of cultural, social class, reference group, and internal factors consisting of motivation, perception, learning, influence the decision of consumers chose the arena of sports games and billiards at the Glow Lounge Billiards and Simpura Center.

The purpose of this paper is to identify external factors (culture, social class, reference group) and internal factors (motivation, perception, learning) influence the decision whether customers choose the games and sports arenas billiard Billiards and Lounge at Glow Simpura Center.

The hypothesis proposed is that external factors consisting of cultural, social class, reference groups, and internal factors consisting of motivation, perception, learning, influence the decision of consumers chose the arena of sports games and billiards in the Billiard and Glow Lounge Simpura Center.

Data were obtained by distributing questionnaires to the sampling method was done by purposive non-random sampling, incidental ways in which the sample was collected based on 10 times the number of variables, 70 respondents representing consumers Glow Billiards and Lounge Simpura Center Bandar Lampung. The analysis method is the Chi Square analysis. Hypothesis testing using Chi Square calculation of external factors and internal factors, consumer behavior obtained a value of 24.12 (Appendix 6). Real level of significance test of 5% with degrees of free $df = 4$ Chi Square table values obtained value equal to 9.49 (Annex 7). The calculation result is greater than the table, so H_0 is rejected, which means external factors and internal factors influence the decision of the consumer behavior of consumers choose the games

and sports arena in the Glow billiard Billiards and Lounge Simpurr Center.

Suggestions are given for Glow Billiards, based on internal factors, the research results and questions concerning the verdict in the form of services, facilities, location and price policies have a significant effect. Services with emphasis on consumer convenience is emphasized at the service at a good pool table by the waiter / waitress. Improvements are also required to note each time as the replacement of clothing, additional support facilities such as television, as well as improved air conditioning and toilet facilities.

Motivational factors have an important role for consumers in determining their verdict on the Glow Billiards and Lounge Simpurr Center.

Glow Billiards and Lounge Simpurr Center should more intense as a promotion package of games by giving free soft drink or a pack of cigarettes so that the effect may be greater motivation in the decision of consumers choose the games and sports arena in the Glow billiard Billiards and Lounge Simpurr Center.

External factors of consumer behavior has little effect. Glow Party Billiards and Lounge Simpurr Center should anticipate with trying to change the image (the image) provide consumers with competitive pricing policy, good service, banning all forms of gambling that can occur in a billiard game, liquor policy for consumers, so pool is not diidentikan with negative things.