

ABSTRACT

FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN PRODUK REXONA DEODORANT

By

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In these days of human activity as consumers have increased, the activity usually starts from early morning until night, and sometimes the dense activity makes people often forget about the condition of the body and especially the cleanliness of the body. Development of existing technology and also in the lifestyle needs of deodorant use among college students would increase because lifestyles have always wanted to keep the body in order to stay fresh smelling. Consumer demand will be cleaning the body has become very important both teens or even adults who lived in a neighborhood in need do to maintain cleanliness and freshness of the body but it also has become a lifestyle for everyday freshness by keeping the body for all activities of the day, many choices choice of different brands and types that can be in the can with an affordable price, this is certainly easier for consumers to buy Rexona. In this case the effect on consumer personality Rexona Deodorant that in this case is a juvenile, and on selected case studies in the Faculty of Economics Faculty of Economics because most are teenagers.

problem in this research are:

"What is the age and stage of life cycle, economic circumstances, lifestyle and personality influence the purchase decision Rexona for students Economics, University of Lampung".

Methods of data collection via questionnaire, with accidental sampling method with a total sample of 70 respondents.

Statistically that overall independent variables (factors influencing purchasing decisions) affect consumer decisions to buy products Rexona Deodorant. The amount of influence of independent variables can be seen from the coefficient of determination (R^2) = 68.3%. This means that the contribution of all independent variables on consumer decisions to buy Rexona Deodorant products by 68.3% and the rest influenced by other variables that are not identified in this study.

The statistics for each independent variable amount of influence of age and life cycle stage of purchasing decisions with the regression coefficient value of 0.198 which means that there are significant age and stage of life cycle 19.8% of purchase decisions, the influence of economic circumstances with the regression coefficient value 0.347 which means that there are significant economic situation for 34.7% of purchase decisions, the influence of lifestyle with a regression coefficient value of 0.150, which means there is the influence of lifestyle as much as 15% of purchasing decisions, and the influence of personality with a regression coefficient of 0.379, which means there is the influence of personality 37.9% of the purchase decision