

ABSTRACT

THE INFLUENCED OF REFERENCE GROUP WITH DECIDED TO BUY *NOTEBOOK* IN UNIVERSITY OF LAMPUNG (Study at the student university of lampung)

By

Suryati

Reference group is segment that assumed important by consumer for buy a product. University of Lampung is the one of government university with the biggest sum of student in Lampung province. Segmentation product notebook is the young generation as economic being both the user of information and technology so the consumer decide to buy it. This research mean for knowing the influence of each norm variable, expression of value and the information with decide notebook Product such gather and partial.

This research is used explanatory kinds with quantitative approach. Type of the research is associative. The Population of this research are the student whose used and have notebook product with research sample 75 persons of respondents. The technique of gathering data is used some question with likert scale. Analysis tool that is used multiple linear regression.

From the results of multiple linear regression, we know that aggregation the decided of buy notebook in student of UNILA influenced by norm, value expression and information. As partial expression the value giving influence negative with decision buy notebook product in student of UNILA giving influence -27,8%. For the norm giving influence 23,5% and information is giving influence 49,5%, until norm and information with decision for buy notebook in university of Lampung student.

Keywords: Reference group, Norm, Expression of value, Information
Decision of consumer buy