ABSTRACT

Analysis of Psychological Factors in Product User Detergents
(Studies In Consumer Detergents Market Pekalongan Timur Lampung)

By

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Detergents are cleaning clothes washing soap in the form of powder or flour which can foam when mixed with water. Detergent is needed because everyone will want clothes that are used every day should always be clean.

The purpose of this research is to know To know the size of motivational factors, perceptions of factors, learning factors, beliefs and attitudes factor in detergent product users. From the dimensions of these factors are psikologis one of the most dominant factor.

This type of research used is descriptive research whose goal is verifikatif describing a phenomenon and check whether the underlying theory is still valid or not. Population in this research are all consumers of detergent in the market Pekalongan Timur Lampung totaling 85 people. Sampling techniques in this study using convenience sampling techniques. To analyze the data used factor analysis.

Based on analysis of test results are known factors that make up the 17 indicators of 4 factors. The contribution factor variant of beliefs and attitudes of 15.449% with 2,626 eigen values. Contribution of variants of factor is the perception of 14.242% with 2.421 eigen values. Contributions variants of motivational factors of 11.037% with the eigen value of 1.876. Learning factor variance contribution of 10.553% with the eigen value of 1.794.