

## ABSTRACT

### INFLUENCE OF ATTITUDE AND BRAND EXTENSIONS (BRAND EXTENSION) DECISION TO PURCHASE

(Studies in S1 Regular Student Faculty of Economics, University of Lampung  
User Image Skin Care Products)

Some skin care products have been popping up with the times as needed. Consumers will begin to see which brand is able to meet the needs and will choose the product that can really benefit. One of skin care products that users are very interested in Citra. The image has issued some kind of variance that adjusted for usability and work differently for the consumer.

The problem companies face is the existence of competition that is marked by instability experienced by the product image in 2009, because the percentage decrease from the previous year in 2008 by 48.4% to 45.7%. The problem in this research is Do attitudes and brand extension is performed by the image of skin care products affect consumers' decision to make a purchase. This study aims to determine the influence of brand extension and the attitude of consumers to make purchases of products so that companies can apply the image of the right marketing strategy. The hypothesis of this research is the attitude and brand extension effect on consumer decision to purchase Image Skin Care Products.

Data obtained from questionnaires with Nonprobability sampling method, namely purposive

sampling to the 90 respondents Citra skin care product users in the Faculty of Economics, University of Lampung. The analysis tools of regression Linear Regression, the variable x (attitude and brand extension) plays a role in influencing each additional variable y (purchase decisions) of 31.6% and linear regression calculation results indicate the level of significance on each variable for 0001 which means the value is smaller than 0.05 which means that the hypothesis in this study received, ie, attitudes and brand extension effect on consumer behavior to make a purchase.

The advice given was the company should continue to innovate, the active promotion through effective advertising is through television, and attractive slogans and enhance publicity through the activities or certain events, improve the quality of every product variant. This was done so that consumers are interested in purchasing products and image, and better understand the desires of consumers behave, consumer emotions, maintain consumer confidence, and increase one's involvement in the purchase situation.