ABSTRACT

EFFECT OF SOCIAL FACTORS, LIFE STYLE, AND DECISION ON CONSUMER PRODUCT CHARACTERISTICS BUY IN MOUNTAIN BIKE

(Studies on consumer members club cool bike cycling club (GAC) Bandar Lampung)

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The development effort has been characterized by a wide variety of competition. One is a tight business competition which resulted in changes in the Consumer Behavior took the decision to buy a product. Thus, each company is required to understand the behavior of consumers in the target market for the company's survival.

This type of research is explanatory research. The study population was all consumers mountain bike in Bandar Lampung, consumer sample user community mountain bike GAC (Asik Goes Club) in Bandar Lampung sebanyak 135 people. Techniques of data collection using questionnaires. Hypothesis testing using t test and F test multiple linear regression analysis of the data.

The results of the study indicate that there is partial influence of social factors (X1), the purchasing decision, Lifestyle (X2), the purchasing decisions, product characteristics (X3) on purchase decisions. The results of simultaneous analysis there is influence between social factors (X1), Lifestyle (X2), product characteristics (X3) on purchase decisions.

The results of this suggestion can be input for some interested parties and beneficial to the company. So the company will maintain the viability of the company.

Keywords: Social Factors, Lifestyle, Product Characteristics, Purchase Decision